



**ELECTREAT**  
**RELIEVES PAIN**

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Two things cannot occupy  
the same space at the  
same time.  
Shooting Electricity in  
forces the Pain out.

**BLOOM**  
to the Cheek  
**HEALTH**  
to the Skin



# ELECTREAT

ELECTREAT means to treat with electricity. Eminent scientists have said that electricity is life. Whether it is or isn't matters little to us. This book is written to tell what it does, and what it will do for you if you use it properly.

Nothing in the science of therapeutics has proven so valuable to the physician and suffering humanity as the development of the electric massage. For administering the electric massage our ELECTREAT machine is the simplest, most practical, convenient, and efficient instrument ever devised. Any one can use it anywhere, any time, and for almost every ailment.

## ELECTREAT WORKS DIRECTLY UPON THE NERVES AND CIRCULATION.

We have two kinds of nerves in the body—motor and sensory. The motor nerves carry the life fluid (mind energy) from the brain to every organ and every part of the body. The sensory nerves originate in the various organs and parts of the body, and carry the feelings to the brain. All impulse of life or motion is carried by the motor nerves. All sense of feeling or pain is carried by the sensory nerves.

### LIFE FLUID.

Every particular part of the body is nourished and sustained thru its own particular motor or life nerve. If this particular part of the body becomes famished or diseased, it is because its life nerve failed to supply sufficient mind energy to sustain health and vigor. To restore health in this particular part of the body we apply the electric massage to the affected life nerve. This acts as a stimulus, causing an increased flow of mind energy, which is carried directly to the affected locality or organ. This is the fundamental principle of ELECTREAT and the wonderful cures it brings about.

### PAIN.

Pain is the messenger of death, and is always carried by the sensory or pain nerves. Cell destruction is constantly taking place in the human body. Whenever the life energy is insufficient to build up these cells as rapidly as they are destroyed, we have an increased stimulus affecting the death or pain nerves. Since the blood not only carries in the material for the formation of new cells, but carries out the debris of which the dead ones were composed, there is necessarily a very close relation between the circulation and the pain impulses. Wherever there is a stoppage in the circulation we have an accumulation of decomposing matter causing pain impulses. Therefore, to relieve pain it is first necessary to restore the circulation in the affected locality. To restore the circulation in any part of the body we apply the electric massage to the affected locality. This is the fundamental principle of ELECTREAT and its mysterious relief of pain.



## BLOOD PURIFICATION.

ELECTREAT does not treat or cure disease in accordance with the general understanding of medicinal therapeutics. It treats and corrects those conditions of the body which render disease possible. Just as we use water upon our hands and faces to remove the impurities clinging outside our bodies, so does mother nature use the blood within to cleanse those tissues which compose our bodies. ELECTREAT is the most successful device known wherewith we can force an increased circulation into any desired part of the body, thereby giving it a genuine cleaning out. The impurities being easily washed out by a super-flow of blood, there remains no irritating poison to incite the pain nerves and relief comes quickly. ELECTREAT really flushes out the sewers of our bodies and brings about that sanitary condition of our internal makeup so necessary to perfect health. This is the fundamental principle of ELECTREAT and its wonderful recoveries from chronic ailments.

ELECTREAT enables us at will to send the life fluid into any part of the body, to accompany that life fluid with the nutritious blood, to send the nutritious blood in such abundant quantities as to wash away the impurities. With ELECTREAT, we can say to the stomach, bowels, breast, etc., "Perform thy function," and, behold! they perform.

## ELECTREAT RELIEVES PAIN.

If good for nothing else, ELECTREAT would be worth its weight in gold for relieving pain alone. What kind of pain? Don't stop to ask. When you have pain of any kind use ELECTREAT—broken bones, bruises, sores, boils, earache, toothache, headache, lumbago, rheumatism, etc. Pain is a distress signal and indicates that poisonous matters are collecting in the tissues. You must get your circulation going and wash the poisons out. For a general, all-purpose **pain reliever**, ELECTREAT can't be beaten.

Therapeutically, ELECTREAT acts as a general tonic and stimulant for all parts of the body. When daily treatments are taken the following effects may be expected: Return of sleep, increase of strength and vital energy, increase in cheerfulness and power for work, improvement in appetite, digestion, etc., increase of blood supply to point of application, general increase of local nutrition and progressive improvement in the general functions, increase of secretions, soothing effect upon the nervous system, increase of oxygen in the blood.

There are many conditions where even when used carelessly ELECTREAT will give satisfactory results, but it stands to reason that those ailments which have become chronic must be treated systematically and with intelligence until there is a permanent improvement of the circulation in the diseased parts.

When physicians use ELECTREAT upon their patients they do considerable thinking before and while making the applications. When you treat yourself with your own ELECTREAT, you must do some of the thinking and work, for which you would have to pay the physician were you to take the same treatment from him.



In applying ELECTREAT to the body you will notice places here and there where the muscles pull and contract with much greater violence, and places where you will feel the most intense vibration. By prolonging the application at such places you will get the greatest amount of action and benefit from your treatments.

For instance, apply ELECTREAT to the upper part of the forearm near the elbow, to various parts over the abdomen, or to the large muscle of the leg where it ends just beside the knee to the inside, and you will see an exhibition of the power of ELECTREAT. Apply just back of the knee—in the pit of the knee—and you will feel an intense vibration clear down into the foot; also apply at nape of neck just to one side or the other of the spine and at the edge of the hair and you will feel the most intense vibration all over the top of the head. (This is a part of the headache application and while very active it is also very soothing) Apply to inside of forearm below the elbow and see the fingers close up; now move sponge around to back of forearm and see the fingers straighten out. By getting on the right nerve you can pull the body in any movable direction desired.

There are a great many such places over the body, but these are sufficient for the purpose of illustration. The point is this—the physician knows how to locate all these places—that is his business—but you will soon be able to do the same thing yourself if you will practice with ELECTREAT a little every day. Get the main principles firmly fixed in your mind, then experiment with ELECTREAT. Try out all the different applications—the Direct Roller Application, the Sponge Application, and the Sponge and Roller Application. Think while you are doing this and from your own observations of the effects of this kind of application here and that kind there, you will in a short time know so much about your nerve system that you will rarely need to refer to the directions. Daily, thoughtful practice will almost do away with the need of any special directions.

Of course, it is essential to first study all the instructions on how to use ELECTREAT, together with the pictures illustrating the different applications; but by practice and experiment the user will become skillful and learn many new and valuable uses for this remarkable device.

## HOW TO START ELECTREAT.

Always start ELECTREAT in this manner: Take the instrument in the right hand and grasp the roller firmly with the left hand; then, with the thumb of the right hand, SLOWLY pull the small knob downward. If the vibrator should fail to start promptly give the machine a slight jar. You will feel the current of electricity gradually increasing until it reaches its maximum strength—the strength all may take with perfect safety, and supplies every need of a home treatment machine. For convenience we designate three degrees of strength: MILD, MEDIUM, STRONG.



## REPAIR SERVICE

Never tamper with your Electreat. If it should ever get out of order or fail to work as it should, send it back to Electreat Manufacturing Co., 2301 N. Adams St., Peoria, Ill., by Insured Parcel Post, inclosing 35c in stamps for return postage and one new battery. (45c for two batteries). Remove the old battery and put the stamps with your name and return address plainly written in the handle. Do not send the box or attachments. Wrap carefully with plenty of packing paper. A slight adjustment with very few exceptions is all that is necessary, and unless the trouble is the result of rough usage, neglect, or some one tampering with the instrument, the FACTORY will do what is necessary and there will be no further charge.

## ROLLER APPLICATION.

In ELECTREAT, the roller is the positive pole, and the handle the negative. All applications must be made in direct contact with the skin. When you hold it in your hand and apply the roller to any part of your body, you touch both poles **closing the circuit** and the **electricity flows thru your body**, from the **positive to negative** point of contact.

In making applications to any part of the body, it would be well to first thoroly cleanse the skin, leaving it slightly moist. As most skins are rather dry or oily, this insures the most powerful action. A simple test will illustrate the idea. Turn on mild strength and apply the roller to left forearm. Now moisten the skin and again roll the muscles of the forearm. You will notice a very marked difference in the way the muscles pull and contract. This holds good in all body applications with the roller.

## SPONGE APPLICATIONS.

Saturate the sponge applicator in water, thoroly, thru and thru. It must be wet, but you can squeeze it enough so the water will not run when you press the sponge to the body. Take the green cord and insert one metal tip into the small hole in the metal part of the sponge handle; then the other metal tip into the hole in screw that goes thru the roller. Insert the tips firmly by giving them a slight twist to the right as you insert them and they will hold tightly. Holding ELECTREAT in one hand, you can apply the sponge applicator with the other wherever you wish to relieve. Hold the sponge applicator by the wooden handle so the fingers do not touch the metal parts.

## ROLLER AND SPONGE APPLICATION.

(Sometimes Called Double or Concentrated Application.)

Just under the hole in end of roller you will find another hole in top of handle. Insert the metal tip here (instead of in roller as above). Grasp the roller with one hand and touch the moistened



sponge to some part of the body. **YOU GET THE STIMULATING CURRENT.** Let go of the roller and grasp handle in the natural way—**NOW YOU DO NOT GET ANY CURRENT.** Still holding the handle and sponge in same manner, touch some part of body with roller. Behold! **YOU GET THE CURRENT AGAIN.** Placing the roller and sponge close together upon some part of the body we get a Local, Double, or Concentrated application.

**CAUTION**—Some people are slow to learn how to apply this very important treatment. You must think how you are holding the machine. **YOU MUST CLOSE THE CIRCUIT.** The roller and sponge must both touch the body.

### **USE OF SPONGE, ROLLER, AND DOUBLE APPLICATIONS.**

There is no set rule as to which should be used. It will depend on what you are trying to accomplish. In facial treatments the sponge applicator is usually more agreeable; it does not sting so much as the roller. At the same time many will like to use the roller about the face to make it plump and rosy as in beauty treatments. **ELECTREAT** is used in so many different ways by different people that it is thought best not to insist that there is only one right way. For instance, one would apply the roller and another would apply the sponge for the same thing, with equally satisfactory results.

### **LENGTH OF TREATMENTS. STRENGTH OF CURRENT.**

There is no fixed rule. An average treatment is two to twenty minutes. Five minutes' application will ordinarily relieve neuralgia. It depends very much on the condition. The Tonic treatment will require about thirty minutes. A safe, general rule is not too much at one time, but often rather than long, irregular treatments. **SHORT** treatments **STIMULATE**. **LONG** ones **ease** and **QUIET** the high strung nerves.

As a rule start **MILD** and gradually increase the current. Some conditions will require the strongest possible current. It depends on the nature of the trouble and very much on the individual. **DO NOT TORTURE.** In most instances you will want to build up, not anaesthetize. Some will require **MILD** at the start, but later will greatly relish the more powerful current. The strength that pleases the patient most always brings the best results.

### **HOW TO INSERT NEW BATTERIES.**

Untwist cap at lower end of handle, same as a flashlight, and allow old battery to drop out. Insert new one, brass end first, and replace the cap. Sometimes the cap fits a little tightly—they are intended to—but grasp the handle firmly and twist and the cap will turn and come off.



## BATTERIES.

ELECTREAT uses a single cell standard size battery, French or Eveready. You can buy two anywhere batteries are sold for twenty to thirty-five cents. A good battery will give about ten hours' fair service—**TWENTY DOLLARS WORTH OF ELECTRICAL TREATMENTS FOR TEN CENTS.** Isn't that cheap enough? Three-fourths of the batteries on sale are deteriorated before you get them and if you are not wise you may fail to get a good one. Take your ELECTREAT with you; try the battery in your machine and see if it gives you the strength you got from our batteries; if not, ask for another battery and keep on trying out until you obtain a good one. We are not looking for battery trade and do not care to answer inquiries thereto—that's why we adapted our machine to a standard size battery—you can get them anywhere. We want our ELECTREAT to give satisfaction and it is best to have a good battery to make it do so. We use good batteries and will mail them to our customers at 10 cents each, plus 10 cents for postage on each shipment. If you want four of our batteries send us 50 cents; if you want two, send 30 cents, etc. Do not write to ask us if we have them or can supply them—send stamps and you will get the batteries by return mail. You can't keep batteries over three or four months, whether you use them or not—like eggs they must be fresh to be good.

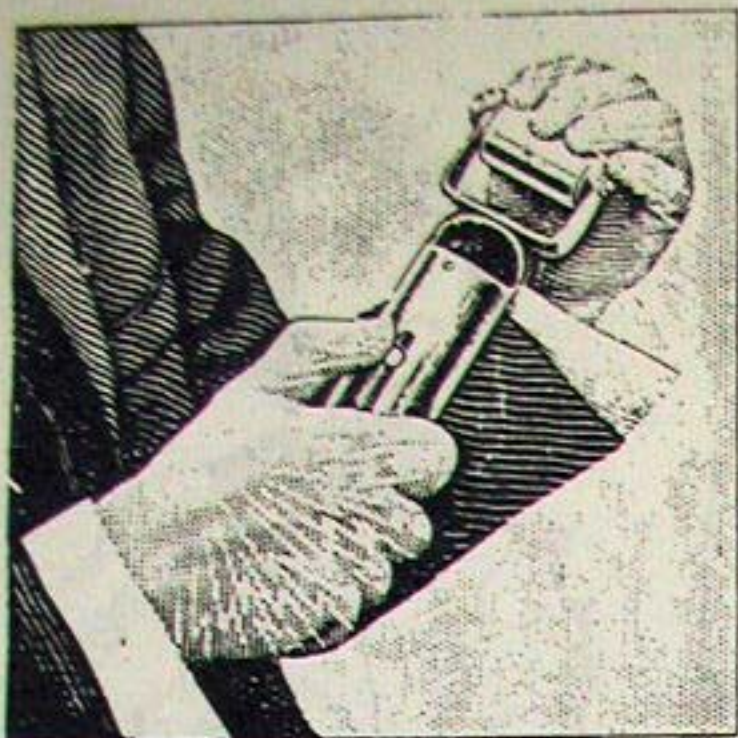
## EXTRA SPONGE APPLICATORS.

It is desirable to have separate sponge applicators for facial and body applications, and for each member of the family. If a sponge wears out you can buy another at the drug store and sew it onto the metal disc, or you can buy a new sponge applicator complete for 15 cents, postpaid. To cleanse the sponge, wash with soap and water, or sterilize.

## I CAN'T STAND ELECTRICITY.

Bosh! The drinker has to have his alcohol; the smoker his pipe—his system has become narcotized and when deprived of its accustomed stimulation there is a terrible reaction. The brain has lost its governing supremacy and the sympathetic nervous system has control. The body is consuming more mind energy than the brain is generating, a plain case of nerve suicide. ELECTREAT to drive the mind energy along the weakened nerves to the jaded organs should be applied systematically until they recover their vigor. Some habits act like narcotics. Electricity to the healthy body is a tonic stimulant and there is no bad after effects except tiredness when used to excess. If you turn sick at the stomach (the internal secretions becoming copious, just what you want to bring about), or feel worse when you take electricity, do not get alarmed (it will not poison or injure you); take it again, and keep on taking it until these reactions entirely disappear, or become desirable. Your brain, and not your stomach (or other organs, especially the sexual organs in women), should generate the nerve energy that governs the body.





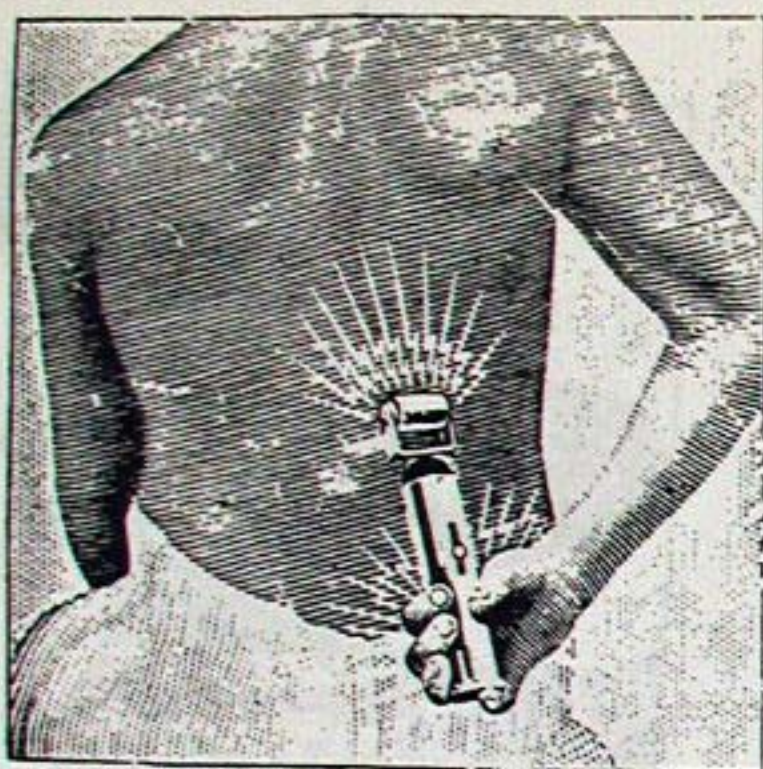
How to Start. Hand Treatment:  
Improve Circulation.

Cut No. 5



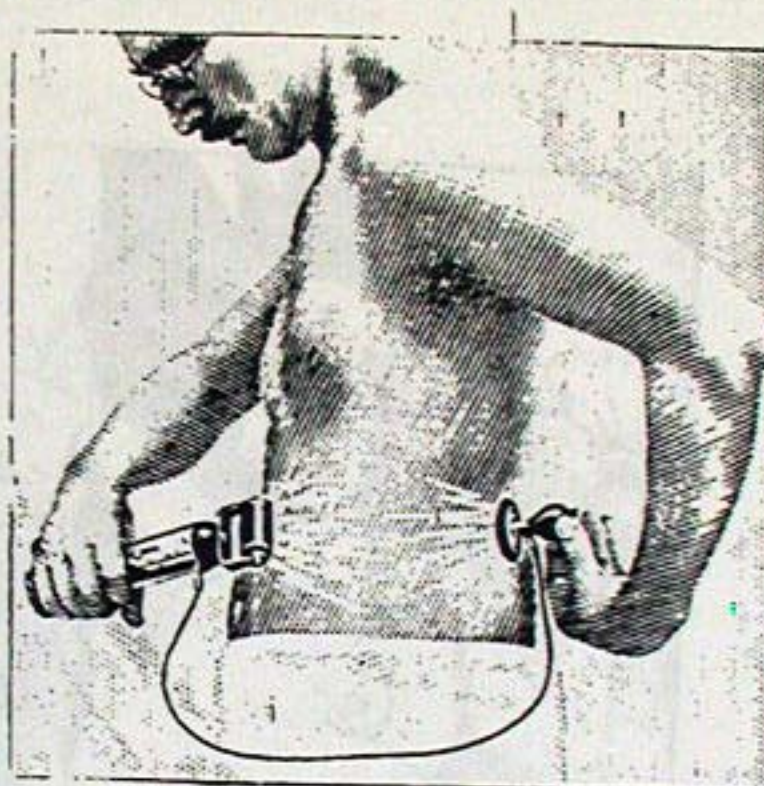
Sponge Application: Relieves Pain,  
Headache, Neuralgia.

Cut No. 6



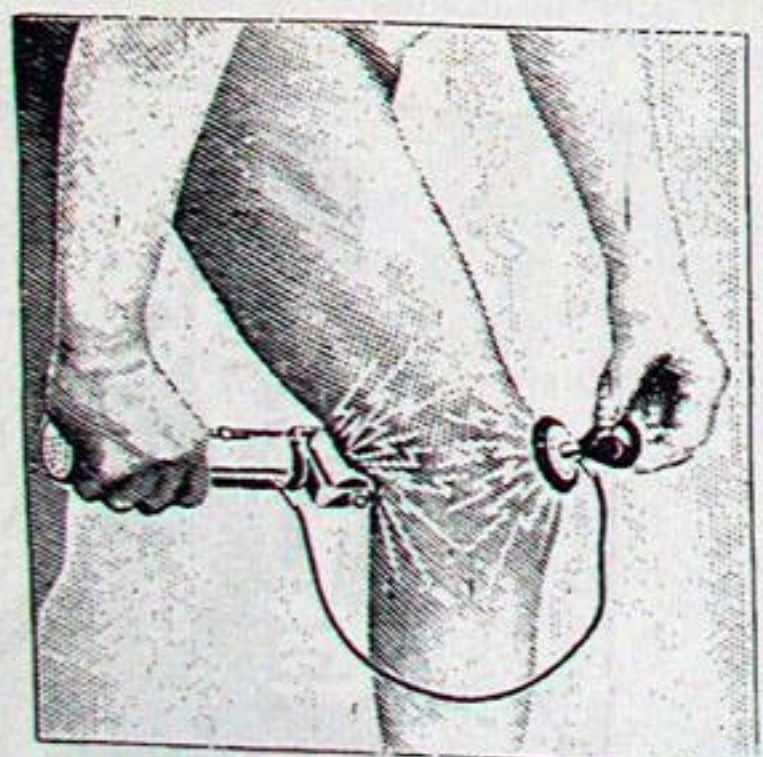
Lumbago, Backache, Muscular and  
Sciatic Rheumatism.

Cut No. 9

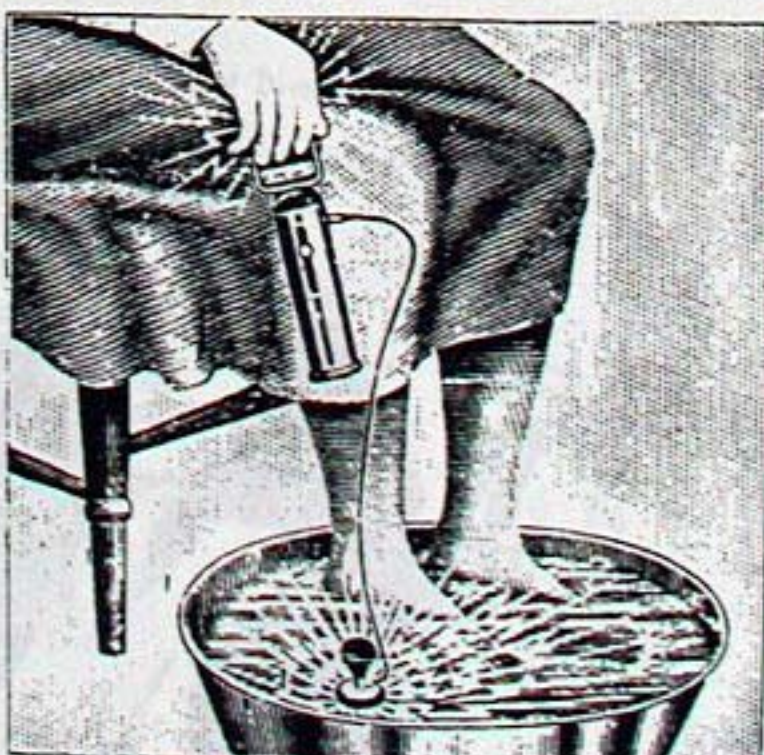


Stomach, Indigestion, Constipation,  
Bowels, Reduces Flesh.

Cut No. 10



Concentrated Application: Rheumatism,  
Stiff Joints, Soreness.



Electric Bath: Skin, Health, Poor  
Circulation, Tired Feet.



Cut No. 3



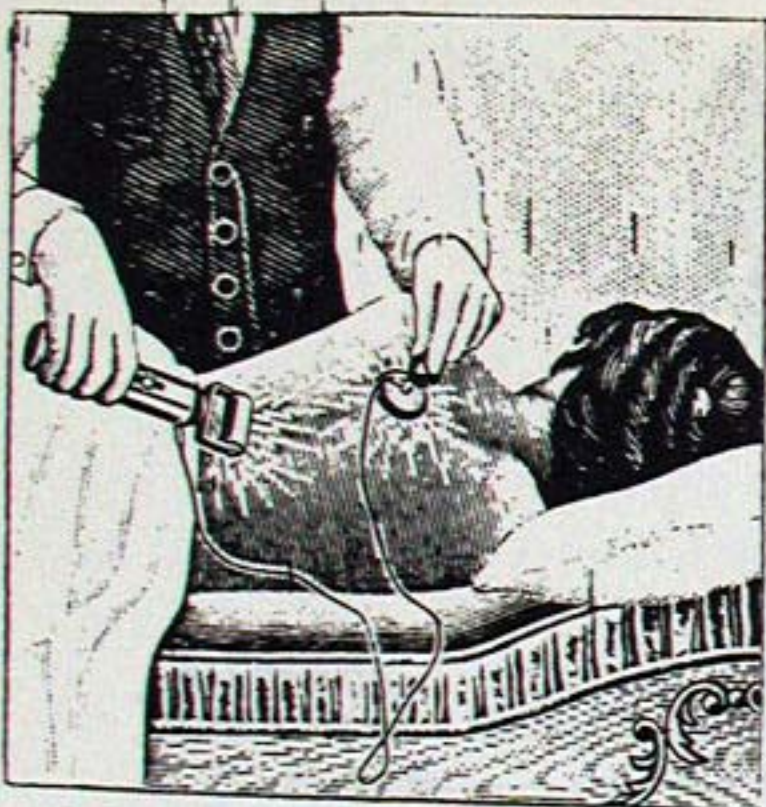
Sponge and Roller: Tonsillitis, Catarrh, Asthma, Goitre, Voice.

Cut No. 4



Roller Application: Pleurisy, Weak Heart, Physical Development.

Cut No. 7



Tonic: Debility, Nervousness, Liver, Kidneys, Spinal Treatment.

Cut No. 8



Electric Hand Massage: The Touch that Soothes.

Cut No. 11



Scalp: Dandruff, Falling Hair, Brain Stimulation, Restfulness.

Cut No. 12



Hair: Fluffy and Lustrous, Promotes Luxuriant Growth.



# Electreat Method

In Electreat the roller is the positive pole; it soothes and relieves pain. The handle is the negative pole; it stimulates, strengthens and builds up. The electricity flows from the roller, enters the body and returns to the handle, making a complete circuit. Electricity soothes where it enters the body and stimulates at the point of exit. You feel a much stronger sensation where it leaves the body than where it enters. This shows its stimulating effect and the strength of flow that is passing thru your body.

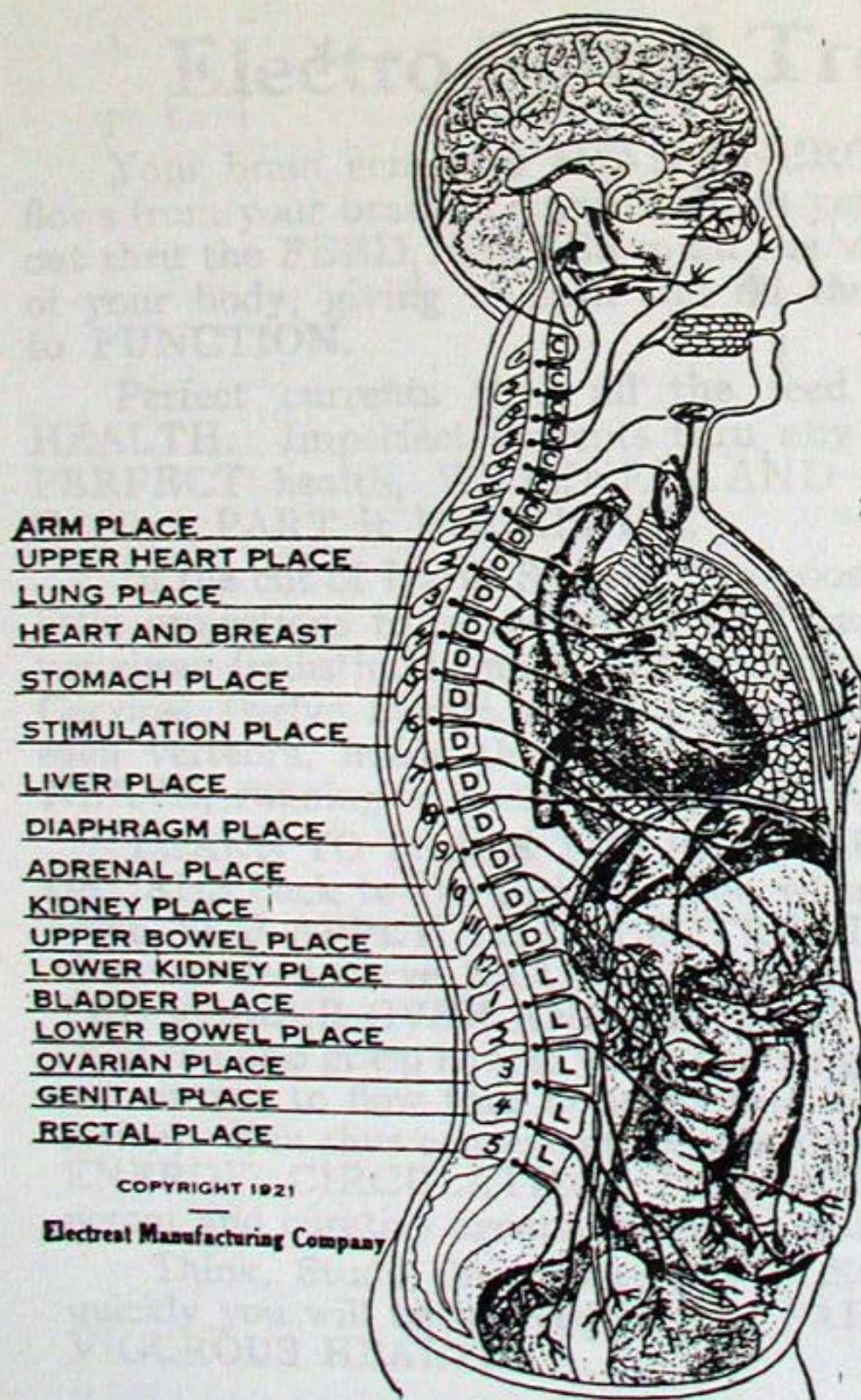
To relieve pain apply roller as in Cut No. 5, or insert cord tip in roller and apply wet sponge to sore spot, holding the Electreat in the hand as in Cut No. 2.

To stimulate, hold by the roller, insert cord tip in handle and apply wet sponge to part you wish to stimulate as in Cut No. 10.

For Spinal Treatments, attach cord tip in handle and apply wet sponge to back where feed nerve leaves the spine and massage with the roller over and around the organ you wish to treat as in Cut No. 6, or roller to back and sponge over organ.

Up currents—flowing toward brain as in Cut No. 7, stimulate. Down currents—flowing from the brain soothe.

Short treatments invigorate. Long treatments relax.



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Electreat Manufacturing Company

## WHERE TO TREAT THE SPINE

- 1 C—Back Head, Scalp.
- 2 C—Ear, Cheek.
- 3 C—Nose, Teeth.
- 4 C—Eye.
- 5 C—Tonsils.
- 6 C—Thyroid, Vocal Cords.
- 7 C—Throat.
- 1 D—Arms.
- 2 D—Upper Heart.
- 3 D—Lungs.
- 4 D—Lower Heart, Breast.
- 5 D—Left side, Stomach, warms.
- 6 D—Stomach, Duodenum, cools.
- 7 D—Liver.
- 8 D—Diaphragm.
- 9 D—Pancreas, Spleen, Adrenal.
- 10 D—Kidney.
- 11 D—Bowels.
- 12 D—Kidney, Prostate.
- 1 L—Bladder, Peritoneum, Scrotum, Penis.
- 2 L—Right side, Lower Bowel, Appendix, Colon.
- 3 L—Ovaries, Testicles, Prostate.
- 4 L—Uterus.
- 5 L—Rectum.

NERVE CHART



# Sponge or Internal Electrode, Physician's Guide

**POSITIVE**—Cord tip in roller. Acid pole. Constricts arteries and veins. Checks hemorrhage (profuse menstruation). Contracts and hardens tissues. Soothes. Relieves pain. Decreases inflammation. Dries or dehydrates tissues. Apply copper, zincs iron and metals with this pole.

**NEGATIVE**—Cord tip in handle, hold by roller. Alkaline pole. Dilates arteries and veins. Increases hemorrhage (for irregular or insufficient menstruation). Relaxes and softens tissues. Stimulates. Increases inflammation (brings boils, etc. to a head). Increases moisture, secretions of glands, lubricates. Apply iodine, chlorine, salicylates with this pole.

## Electro Spinal Treatment

Your brain generates **MIND ENERGY**. This mind energy flows from your brain in currents down your **SPINAL CORD** and out thru the **FEED NERVES** to all the various organs and parts of your body, giving to each and all their **LIFE** and **POWER** to **FUNCTION**.

Perfect currents thru all the feed nerves means perfect **HEALTH**. Imperfect currents thru any feed nerve means **IMPERFECT** health, **WEAKNESS** AND **DISEASE** of the **ORGAN** or **PART** it **NOURISHES**.

In the cut of Nerve System, on opposite page, you will notice little projections from the spinal cord backward. These are the vertebrae (indistinctly numbered from the top downward)—seven Cervical, twelve Dorsal, and five Lumbar vertebrae. Just below each vertebra, inside the spinal cord, you will notice a **FEED NERVE**, running to some **ORGAN** or **PART**.

**LEARN TO TRACE THE FEED NERVES** from the **VITAL ORGANS** back to the **SPINE**, then when you wish to treat any organ **YOU APPLY THE ELECTREAT SPONGE** to the spine where its feed nerve **BRANCHES OUT**, and **MASSAGE WITH THE ROLLER OVER AND AROUND THE ORGAN ITSELF**. (You can also grasp handle when applying sponge to spine and permit current to flow thru arms, as this stimulates heart and chest action). You thus concentrate within the affected locality, **MIND ENERGY, CIRCULATION, AND ACTIVITY**, the three most potent and curative agents known to health science.

Think, Study the Chart; Use **ELECTREAT**, and see how quickly you will be relieved of your **PAINS** and **RESTORED** to **VIGOROUS HEALTH**.

**ELECTREAT! EUREKA! ELECTREAT!**

"Send us your testimonial when cured."



# How To Treat Yourself

The principle of applying Electreat is embodied in the Electro Spinal Treatment, or Physician's Method. We massage the ailing part to relieve the pain and soreness, and stimulate the feed nerve to obtain an increased supply of nourishment for the defective organ. We then give tonic treatment to build up the entire system and eliminate poisonous products. All applications must be made in direct contact with the skin. Use strength of current most agreeable to patient, and prolong treatment until relief is obtained. These points should be kept in mind in connection with all the special treatments which follow.

**HOW TO RELIEVE PAIN.** Holding Electreat in the hands and turning on strong current, you will notice the power less in the roller and more in the handle. The roller is the positive pole, the place where the current enters the body; it soothes. The handle is the negative pole, the place of stimulation, where the current leaves the body and creates a powerful internal vibration. The current flows from the roller thru the body to the handle. Placing battery in wrong end first reverses the poles of Electreat and shows the powerful flow that passes thru the human body, and which, if properly directed relieves pain and cures disease. Up currents (running toward brain) stimulate. Down currents (flowing from the brain) soothe. To relieve pain attach sponge cord to roller and apply moistened sponge to pain, holding or placing handle in such position as will cause current to flow from the brain. To stimulate you compel current to flow toward brain. This is the science of electrical treatments as applied by world renowned specialists, in sanitariums and hospitals. Learn to apply it in your home and you will agree that Electreat is the best investment you ever made.

**HEADACHE.** There is but one disease—congestion. There is but one cure—circulation. Apply sponge to back of neck at base of skull. Move around to each side. Locate the spots that send intense vibrations over head, to ears, that draw the head sidewise. Mild current to root of nose and take a deep breath thru the nose. Apply over forehead and temples or wherever there is pain. Use electric brush to scalp. Strong current to 7C., and 5D., if from stomach: also Tonic Cuts, 2, 7, and 8. Also roller, or combined.

**NEURALGIA—Facial.** Sponge to pain. Move around in all directions. Get all the surrounding region loosened up. Similar to headache as above. Also so Cut 3.

**SORE THROAT—Tonsillitis—Bronchitis—Goitre.** Sponge, or sponge and roller to throat. Pull head in various directions. Apply sponge up and down neck and to 7C. A little sting will not hurt. Your throat needs heat and exercise—heat from the roller, and exercise by making the sponge pull all the throat muscles and tissues tensely.

**WEAK LUNGS—Pleurisy—Chest Pains.** Massage spine between shoulders. Use roller over chest, sides, and under arms. Hold in both hands, Cut 1, strong current, breathe deeply, swing arms up and around as in physical exercise. Apply sponge, 3D., and take Tonic, Cut 7.

**ATHELETICS—Strains—Lameness—Sore Muscles.** Massage vigorously with roller, use pressure and strong current, moisten skin, Cuts 4 and 5. The poisons from excess exercise must be worked from the tissues. Electric Bath and Tonic, Cuts 10 and 7.

**LUMBAGO—Weak Back.** Massage with roller, kneading the lumbar muscles so as to thoroly work out the congestion and secure return of good circulation. Cuts 5, 6 and 8. Apply sponge to lower spine and massage over pelvic region. If caused from sexual excess, apply treatment accordingly.

**RHEUMATISM—Sciatica—Neuritis.** Nothing in medical science at the present day is more clearly established than that electricity should be applied to all kinds of rheumatism. The cure is sometimes slow and the cost often



prohibitive. Electreat answers a long felt want by providing a most effective treatment easily applied by one's self in the home without loss of time, and but little cost. Frequent treatments are absolutely necessary and should be continued long after relief has been obtained. Use current sufficiently strong to send an intense vibration thru all the affected parts. You must not nurse rheumatism—you've got to fight it. Bend your muscles and joints even tho the pain is almost unbearable. Remember you will never have a stiff joint as long as you keep bending it. In inflammatory rheumatism a slight movement often produces intense pain; but continuing the movement, the pain gradually ceases. Electreat is very painful when applied to some forms of rheumatism, but if you hold it on, positive, the pain will soon lessen. Whenever you touch a sore spot on any part of the body with the electric sponge there is a sensation of instant pain—hold the sponge on the spot for a few moments, take away and then replace, and the pain is not nearly so great—showing how quickly the electric massage relieves pain and soreness. Where rheumatism has become chronic, the patient can't use Electreat too much, too strong, or too often.

**GOUT—Tired Feet.** Massage sole of foot, ankle and heel with roller or sponge and roller combined. Cuts 9 and 10.

**STOMACH—Indigestion—Cramps.** Cut 6. Sponge at 5D and 6D. Use pressure with roller. Massage around sides, over stomach, and entire abdomen. Mild current and increase. Make belly muscles pull and vibrate. Massaging over a cramped muscle usually relieves it almost instantly.

**KIDNEYS—Bladder.** Massage back and lower abdomen. Cuts 5 and 6, only lower down. Treat 10D and 12D. Mild current and increase.

**LIVER.** Massage abdominal muscles using pressure. Lie on back, place roller just below navel to one side; sponge on opposite side, turn on strong current and hold for several minutes until abdominal walls undergo a vibrating spasm, thoroly shaking up all the viscera. Apply sponge 7D.

**CONSTIPATION.** Massage abdomen, using pressure. Force the roller under edge of hips toward groins. Insert internal electrode in rectum; roll and massage belly for several minutes until it begins to sting and sweat. Make it draw up. Moisten sponge with Epsom Salts and apply to 11D and 2L. Constipation is usually the result of weak or lax abdominal muscles and they must be toned up and strengthened before a cure can be effected. If you have a big belly, or it sags in front, continue treatment until you draw it up and in, so that you sit and stand erect. A misplaced organ can't be expected to perform its function properly.

**THE INTERNAL ELECTRODE.** A special attachment to be used with Electreat is particularly valuable in cases of constipation and sexual ailments. It permits of a very direct application. Physicians depend on it, and it is so convenient to use to treat the inside that those needing such treatment should include one with their Electreat equipment. It is perfectly safe and affords effectual self-treatment within the privacy of your own home. (Thoroly sterilize the electrode after each rectal or vaginal application.)

**PILES.** Saturate applicator with diluted witch hazel and apply to inflammation. Massage limbs and hips with roller, also over region of end of spine. 5L. Use internal electrode in rectum. Keep bowels open as for constipation.

**SEXUAL WEAKNESS—Male.** The sexual organs obtain their nerve supply from lower end of spine, 10D to 4L. Massage thoroly lower part of spine, lower abdomen, groins, up and down thighs. For impotency and prostatic trouble use the internal electrode. Keep bowels free by taking treatment as for constipation. **Female:** Massage lower spine and abdomen, over ovaries, groins, and up and down limbs. Double application, sponge 5L, and machine between limbs in crotch to concentrate circulation to ailing parts. Hold in hand and place sponge over pain. Conic, Cut 7, up and down entire spine. **Profuse Menstruation:** Lie down, elevate hips, sponge 3L., also use internal electrode, (positive). Be sure to insert electrode, then turn on current, either wise it will sting you. **Painful or Weak Menstruation:** Massage ovaries, limbs, lower spine and abdomen and use internal electrode (negative) in



and rectum, both. Be sure and thoroly sterilize the electrode after each rectal application before using otherwise. Take Tonic, Cut 7, to improve your general health. Electric Bath, negative, Cut 10, sitting in water for several minutes to concentrate circulation to proper organs, Cut 8 applied to ovaries, etc.

**PARALYSIS.** Give Local, Sponge, Roller, and Double Applications. Follow with Tonic, Cut 7. Where you observe muscular reaction there is hope for improvement.

**DEAFNESS—Catarrhal.** Some forms of deafness may be quickly relieved with Electreat. It is not harmful in any case and is worth a trial. Personally, I can say that the eustachian tubes in both my ears had been closed for over seven years and were BOTH opened by this method of treatment. I now hear and understand much more distinctly. Apply sponge over and around ear, under jaw at base of ear. Massage all the muscles that show a tendency to draw or vibrate the ear. Apply sponge at base of one ear and roller at base of other. 2C.

**TOOTHACHE.** Two tiny blood vessels, one carrying the blood in, the other taking it out—enter each tooth. Sometimes Electreat stops the ache almost instantly. Apply sponge to nerve that feeds tooth at place of pain. 3C. Massage throat and chest. Cut 8.

**EYES.** Frequently weak eyes are the result of a weakened physical condition and can be improved with the Tonic, Cut 7. Apply sponge direct to eye to relieve itching, soreness, or inflammation. 4C. Cut 8.

**CATARRH—Asthma, Hay Fever.** Apply sponge to root of nose, mild current, draw in deep breath, massage throat and breast.

**BROKEN BONES—Contusions—Cuts—Sores.** When a broken bone begins to knit, or injured tissues to heal, there is usually an itching or burning. Insufficient circulation and excess of dead body sluffing off. The splints or sensitive condition of the injured parts render rubbing or movement impossible. Application of the Electreat sponge at and around the injury allays the itching and burning, and concentrates an abundant circulation, so necessary to a speedy recovery. Cut 8.

**HARDENING OF ARTERIES—Varicose Veins—Dropsy.** These conditions indicate great impairment of bodily health and function. Systematic treatment with Electreat usually brings relief and improvement.

**NERVOUSNESS—Insomnia—Fatigue.** Take Electreat to bed with you; cover up nicely until you perspire slightly—you are now in an ideal condition to take electric treatment. Clasp roller in left hand and turn on current with right until you feel the desired strength, then use massage roller upon any part of your body. When you feel yourself getting tired or sleepy, turn off current; your muscles and nerves have relaxed, you will sleep soundly and wake up thoroly refreshed. Without relaxation there can be no repair of bodily tissues. Electreat will give you relaxation, and nature will make you well again.

**TONIC—Health Improvement.** Cuts 7 and 8. By referring to the cut on page 10 it will be seen that the feed nerves to every organ and all parts of the body emerge from the spine. By treating up and down the spine, every part of the body is stimulated and invigorated. Place sponge between shoulders and run roller up and down entire length of spine, also pass roller to all parts of body. Move the sponge downward, continuing to massage all parts of the back, sides, under arms, etc., with roller. If the sponge detects an overly tender spot, locate the place and study what feed nerve underlies that point; the organ it nourishes is ailing and needs treatment. Just a little to one side of center of spine you will feel the keenest vibration and electrical effects. Work sponge up and down both sides of spine so as to stimulate all the feed nerves. Part of time you have the sponge to top part of spine and roller to lower; then you reverse. Use current strong as patient will stand. Treat for about 30 minutes. Study the muscular reactions while taking this treatment and you will learn a great deal about your anatomy and where to treat for particular ailments.



# GUARANTEE

Every ELECTREAT is guaranteed to be exactly as represented in this booklet: to be mechanically and electrically perfect; to be free from defects of workmanship or material; and to be in perfect working order. If properly taken care of it should last an ordinary lifetime. We agree to replace with a new machine or repair any defect at cost within one year from date of purchase.

**CAUTION.**—Take battery out when not in use. It will last longer and save trouble. Batteries in metal cases have a tendency to sweat and cause corrosion. See page 5 for instructions.

(Patented June 3, 1919) Printed in U. S. A.

**Factory:**  
Peoria, Illinois

**Manufactured and Guaranteed**  
by Electreat Mfg. Co.

## Electrical Treatments in Your Own Home

The SCIENTIFIC relief of PAIN, and restoration of Health in accordance with nature's laws and requirements. A Faradic Medical Battery of superior quality and durability in a very compact and convenient form. Why suffer? Learn to use the circuit your pains with Electreat and obtain almost instant relief.

Sold only through Demonstrator-Salespeople, or sent by mail prepaid upon receipt of price. Always send money order and keep receipt.

### Electreat Special (Two Cell)

Holds two standard size flashlight batteries. Much more powerful than the single cell Electreat. Equipped with Sponge Applicator, Conductor Cord with tips, Scalp Brush, and Internal Electrode. Packed in handsome Leatherette carrying case.

**Price, \$15.00 Net**  
**Electreat Manufacturing Co.**

2301 North Adams Street

Peoria, Ill.





**ELECTREAT  
MASSAGE**

Price,  Complete



## BLOOD PURIFICATION.

ELECTREAT does not treat or cure disease in accordance with the general understanding of medicinal therapeutics. It treats and corrects those conditions of the body which render disease possible. Just as we use water upon our hands and faces to remove the impurities clinging outside our bodies, so does mother nature use the blood within to cleanse those tissues which compose our bodies. ELECTREAT is the most successful device known wherewith we can force an increased circulation into any desired part of the body, thereby giving it a genuine cleaning out. The impurities being easily washed out by a super-flow of blood, there remains no irritating poison to incite the pain nerves and relief comes quickly. ELECTREAT really flushes out the sewers of our bodies and brings about that sanitary condition of our internal makeup so necessary to perfect health. This is the fundamental principle of ELECTREAT and its wonderful recoveries from chronic ailments.

ELECTREAT enables us at will to send the life fluid into any part of the body, to accompany that life fluid with the nutritious blood, to send the nutritious blood in such abundant quantities as to wash away the impurities. With ELECTREAT, we can say to the stomach, bowels, breast, etc., "Perform thy function," and, behold! they perform.

## ELECTREAT RELIEVES PAIN.

If good for nothing else, ELECTREAT would be worth its weight in gold for relieving pain alone. What kind of pain? Don't stop to ask. When you have pain of any kind use ELECTREAT—broken bones, bruises, sores, boils, earache, toothache, headache, lumbago, rheumatism, etc. Pain is a distress signal and indicates that poisonous matters are collecting in the tissues. You must get your circulation going and wash the poisons out. For a general, all-purpose **pain reliever**, ELECTREAT can't be beaten.

Therapeutically, ELECTREAT acts as a general tonic and stimulant for all parts of the body. When daily treatments are taken the following effects may be expected: Return of sleep, increase of strength and vital energy, increase in cheerfulness and power for work, improvement in appetite, digestion, etc., increase of blood supply to point of application, general increase of local nutrition and progressive improvement in the general functions, increase of secretions, soothing effect upon the nervous system, increase of oxygen in the blood.

There are many conditions where even when used carelessly ELECTREAT will give satisfactory results, but it stands to reason that those ailments which have become chronic must be treated systematically and with intelligence until there is a permanent improvement of the circulation in the diseased parts.

When physicians use ELECTREAT upon their patients they do considerable thinking before and while making the applications. When you treat yourself with your own ELECTREAT, you must do some of the thinking and work, for which you would have to pay the physician were you to take the same treatment from him.



In applying ELECTREAT to the body you will notice places here and there where the muscles pull and contract with much greater violence, and places where you will feel the most intense vibration. By prolonging the application at such places you will get the greatest amount of action and benefit from your treatments.

For instance, apply ELECTREAT to the upper part of the forearm near the elbow, to various parts over the abdomen, or to the large muscle of the leg where it ends just beside the knee to the inside, and you will see an exhibition of the power of ELECTREAT. Apply just back of the knee—in the pit of the knee—and you will feel an intense vibration clear down into the foot; also apply at nape of neck just to one side or the other of the spine and at the edge of the hair and you will feel the most intense vibration all over the top of the head. (This is a part of the headache application and while very active it is also very soothing) Apply to inside of forearm below the elbow and see the fingers close up; now move sponge around to back of forearm and see the fingers straighten out. By getting on the right nerve you can pull the body in any movable direction desired.

There are a great many such places over the body, but these are sufficient for the purpose of illustration. The point is this—the physician knows how to locate all these places—that is his business—but you will soon be able to do the same thing yourself if you will practice with ELECTREAT a little every day. Get the main principles firmly fixed in your mind, then experiment with ELECTREAT. Try out all the different applications—the Direct Roller Application, the Sponge Application, and the Sponge and Roller Application. Think while you are doing this and from your own observations of the effects of this kind of application here and that kind there, you will in a short time know so much about your nerve system that you will rarely need to refer to the directions. Daily, thoughtful practice will almost do away with the need of any special directions.

Of course, it is essential to first study all the instructions on how to use ELECTREAT, together with the pictures illustrating the different applications; but by practice and experiment the user will become skillful and learn many new and valuable uses for this remarkable device.

### HOW TO START ELECTREAT.

Always start ELECTREAT in this manner: Take the instrument in the right hand and grasp the roller firmly with the left hand; then, with the thumb of the right hand, SLOWLY pull the small knob downward. If the vibrator should fail to start promptly give the machine a slight jar. You will feel the current of electricity gradually increasing until it reaches its maximum strength—the strength all may take with perfect safety, and supplies every need of a home treatment machine. For convenience we designate three degrees of strength: MILD, MEDIUM, STRONG.



## REPAIRS

Never tamper with the instrument. If it should ever get out of order or fail to work as it should, send it back to Electreat Mfg. Co., 1802 Knoxville Ave., Peoria, Ill., by parcel post, inclosing 35c in stamps for return postage and a new battery. Remove the old battery and put the stamps in the handle, together with your name and address plainly written. Do not send the box or attachments. Wrap well with paper and tie a tag on it. A slight adjustment, with very few exceptions is all that is needed, and unless the trouble is the result of rough usage, neglect, or some one tampering with the instrument, the FACTORY will do what is necessary free of charge.

## ROLLER APPLICATION.

In ELECTREAT, the roller is the positive pole, and the handle the negative. All applications must be made in direct contact with the skin. When you hold it in your hand and apply the roller to any part of your body, you touch both poles **closing the circuit** and the **electricity flows thru your body**, from the **positive to negative** point of contact.

In making applications to any part of the body, it would be well to first thoroly cleanse the skin, leaving it slightly moist. As most skins are rather dry or oily, this insures the most powerful action. A simple test will illustrate the idea. Turn on mild strength and apply the roller to left forearm. Now moisten the skin and again roll the muscles of the forearm. You will notice a very marked difference in the way the muscles pull and contract. This holds good in all body applications with the roller.

## SPONGE APPLICATIONS.

Saturate the sponge applicator in water, thoroly, thru and thru. It must be wet, but you can squeeze it enough so the water will not run when you press the sponge to the body. Take the green cord and insert one metal tip into the small hole in the metal part of the sponge handle; then the other metal tip into the hole in screw that goes thru the roller. Insert the tips firmly by giving them a slight twist to the right as you insert them and they will hold tightly. Holding ELECTREAT in one hand, you can apply the sponge applicator with the other wherever you wish to relieve. Hold the sponge applicator by the wooden handle so the fingers do not touch the metal parts.

## ROLLER AND SPONGE APPLICATION.

(Sometimes Called Double or Concentrated Application.)

Just under the hole in end of roller you will find another hole in top of handle. Insert the metal tip here (instead of in roller as above). Grasp the roller with one hand and touch the moistened



sponge to some part of the body. YOU GET THE STIMULATING CURRENT. Let go of the roller and grasp handle in the natural way—NOW YOU DO NOT GET ANY CURRENT. Still holding the handle and sponge in same manner, touch some part of body with roller. Behold! YOU GET THE CURRENT AGAIN. Placing the roller and sponge close together upon some part of the body we get a Local, Double, or Concentrated application.

CAUTION—Some people are slow to learn how to apply this very important treatment. You must think how you are holding the machine. YOU MUST CLOSE THE CIRCUIT. The roller and sponge must both touch the body.

### USE OF SPONGE, ROLLER, AND DOUBLE APPLICATIONS.

There is no set rule as to which should be used. It will depend on what you are trying to accomplish. In facial treatments the sponge applicator is usually more agreeable; it does not sting so much as the roller. At the same time many will like to use the roller about the face to make it plump and rosy as in beauty treatments. ELECTREAT is used in so many different ways by different people that it is thought best not to insist that there is only one right way. For instance, one would apply the roller and another would apply the sponge for the same thing, with equally satisfactory results.

### LENGTH OF TREATMENTS. STRENGTH OF CURRENT.

There is no fixed rule. An average treatment is two to twenty minutes. Five minutes' application will ordinarily relieve neuralgia. It depends very much on the condition. The Tonic treatment will require about thirty minutes. A safe, general rule is not too much at one time, but often rather than long, irregular treatments. SHORT treatments STIMULATE. LONG ones ease and QUIET the high strung nerves.

As a rule start MILD and gradually increase the current. Some conditions will require the strongest possible current. It depends on the nature of the trouble and very much on the individual. DO NOT TORTURE. In most instances you will want to build up, not anaesthetize. Some will require MILD at the start, but later will greatly relish the more powerful current. The strength that pleases the patient most always brings the best results.

### HOW TO INSERT NEW BATTERIES.

Untwist cap at lower end of handle, same as a flashlight, and allow old battery to drop out. Insert new one, brass end first, and replace the cap. Sometimes the cap fits a little tightly—they are intended to—but grasp the handle firmly and twist and the cap will turn and come off.



## BATTERIES.

ELECTREAT uses a single cell standard size battery, French or Eveready. You can buy two anywhere batteries are sold for twenty to thirty-five cents. A good battery will give about ten hours' fair service—TWENTY DOLLARS WORTH OF ELECTRICAL TREATMENTS FOR TEN CENTS. Isn't that cheap enough? Three-fourths of the batteries on sale are deteriorated before you get them and if you are not wise you may fail to get a good one. Take your ELECTREAT with you; try the battery in your machine and see if it gives you the strength you got from our batteries; if not, ask for another battery and keep on trying out until you obtain a good one. We are not looking for battery trade and do not care to answer inquiries thereto—that's why we adapted our machine to a standard size battery—you can get them anywhere. We want our ELECTREAT to give satisfaction and it is best to have a good battery to make it do so. We use good batteries and will mail them to our customers at 10 cents each, plus 10 cents for postage on each shipment. If you want four of our batteries send us 50 cents; if you want two, send 30 cents, etc. Do not write to ask us if we have them or can supply them—send stamps and you will get the batteries by return mail. You can't keep batteries over three or four months, whether you use them or not—like eggs they must be fresh to be good.

## EXTRA SPONGE APPLICATORS.

It is desirable to have separate sponge applicators for facial and body applications, and for each member of the family. If a sponge wears out you can buy another at the drug store and sew it onto the metal disc, or you can buy a new sponge applicator complete for 15 cents, postpaid. To cleanse the sponge, wash with soap and water, or sterilize.

## I CAN'T STAND ELECTRICITY.

Bosh! The drinker has to have his alcohol; the smoker his pipe—his system has become narcotized and when deprived of its accustomed stimulation there is a terrible reaction. The brain has lost its governing supremacy and the sympathetic nervous system has control. The body is consuming more mind energy than the brain is generating, a plain case of nerve suicide. ELECTREAT to drive the mind energy along the weakened nerves to the jaded organs should be applied systematically until they recover their vigor. Some habits act like narcotics. Electricity to the healthy body is a tonic stimulant and there is no bad after effects except tiredness when used to excess. If you turn sick at the stomach (the internal secretions becoming copious, just what you want to bring about), or feel worse when you take electricity, do not get alarmed (it will not poison or injure you); take it again, and keep on taking it until these reactions entirely disappear, or become desirable. Your brain, and not your stomach (or other organs, especially the sexual organs in women), should generate the nerve energy that governs the body.



# Electreat Method

In Electreat the roller is the positive pole; it soothes and relieves pain. The handle is the negative pole; it stimulates, strengthens and builds up. The electricity flows from the roller, enters the body and returns to the handle, making a complete circuit. Electricity soothes where it enters the body and stimulates at the point of exit. You feel a much stronger sensation where it leaves the body than where it enters. This shows its stimulating effect and the strength of flow that is passing thru your body.

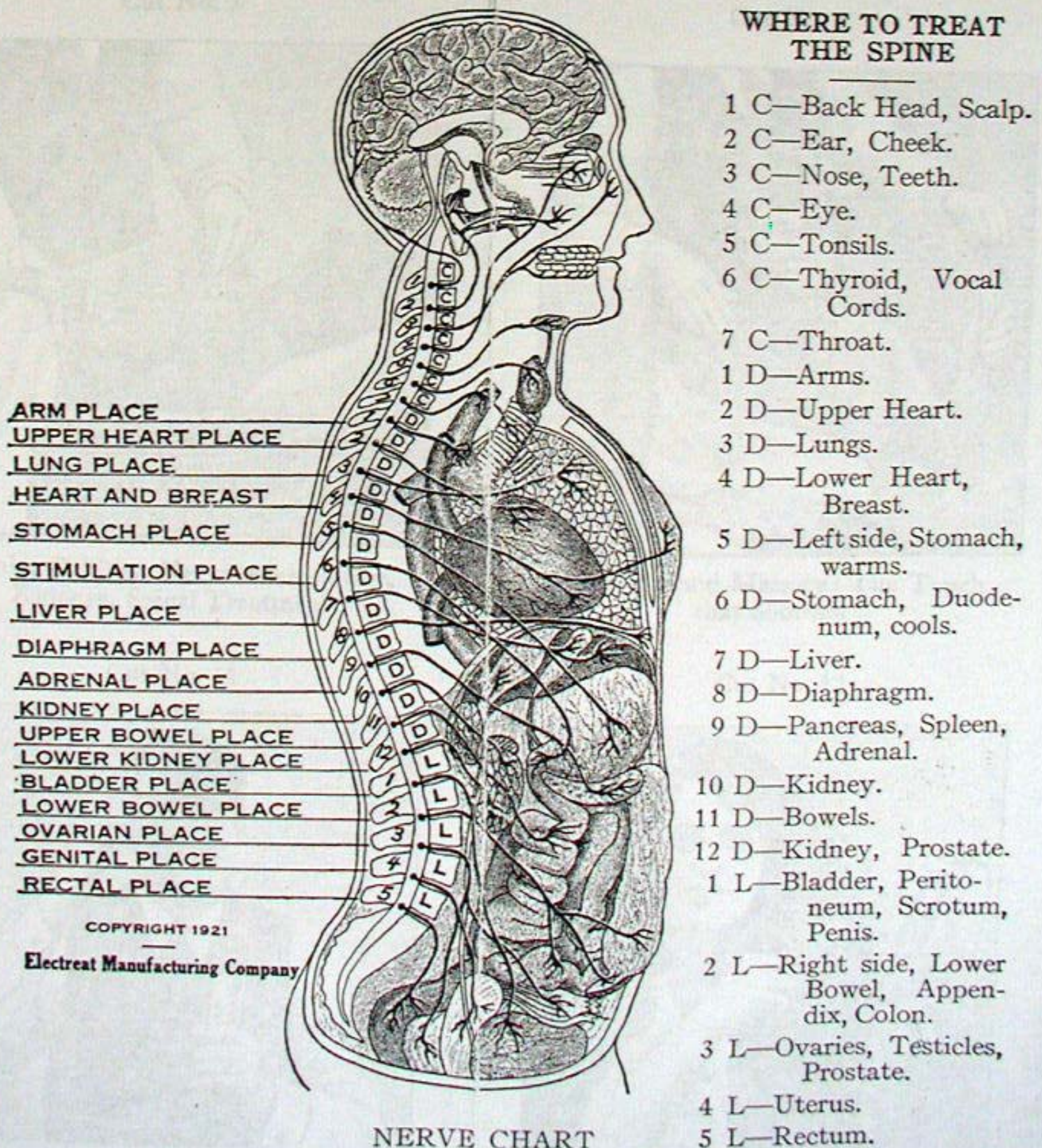
To relieve pain apply roller as in Cut No. 5, or insert cord tip in roller and apply wet sponge to sore spot, holding the Electreat in the hand as in Cut No. 2.

To stimulate, hold by the roller, insert cord tip in handle and apply wet sponge to part you wish to stimulate as in Cut No. 10.

For Spinal Treatments, attach cord tip in handle and apply wet sponge to back where feed nerve leaves the spine and massage with the roller over and around the organ you wish to treat as in Cut No. 6, or roller to back and sponge over organ.

Up currents—flowing toward brain as in Cut No. 7, stimulate. Down currents—flowing from the brain soothe.

Short treatments invigorate. Long treatments relax.



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Electreat Manufacturing Company



Cut No. 3



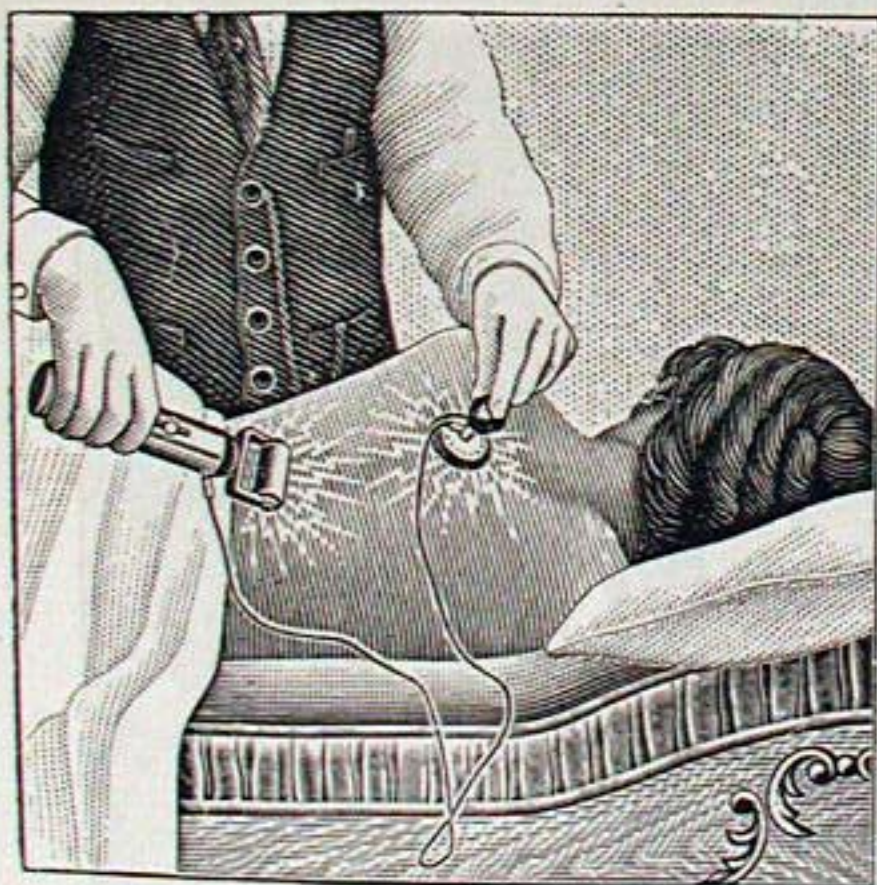
Sponge and Roller: Tonsillitis, Catarrh, Asthma, Goitre, Voice.

Cut No. 4



Roller Application: Pleurisy, Weak Heart, Physical Development.

Cut No. 7



Tonic: Debility, Nervousness, Liver, Kidneys, Spinal Treatment.

Cut No. 8



Electric Hand Massage: The Touch that Soothes.

Cut No. 11



Cut No. 12





Cut No. 1



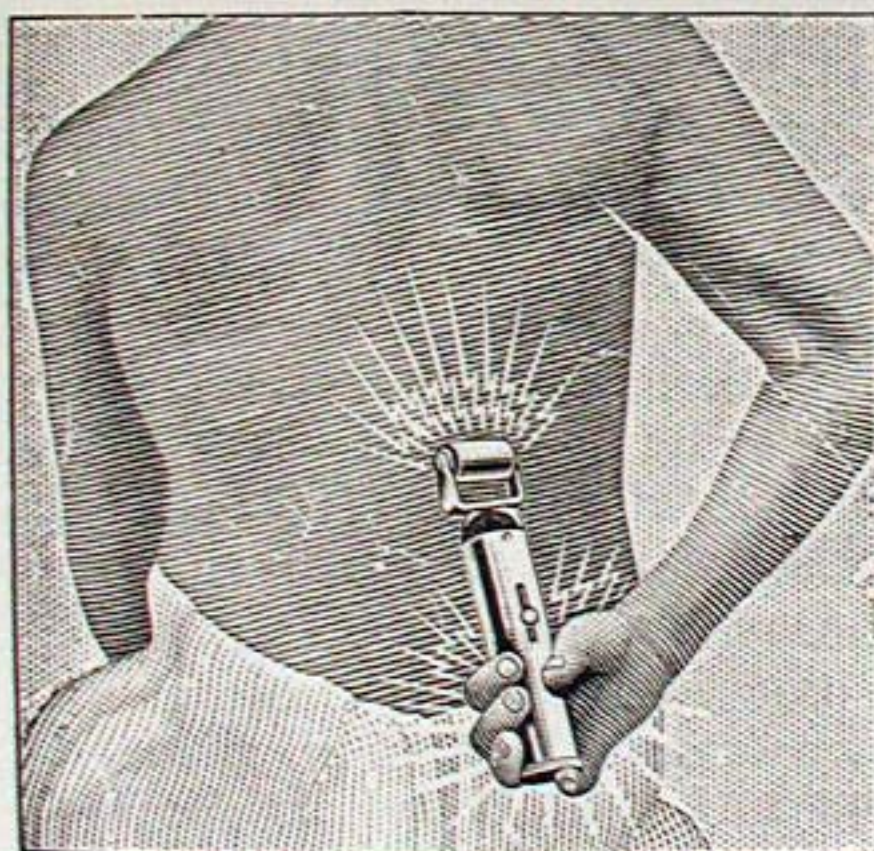
How to Start. Hand Treatment:  
Improve Circulation.

Cut No. 2



Sponge Application: Relieves Pain,  
Headache, Neuralgia.

Cut No. 5



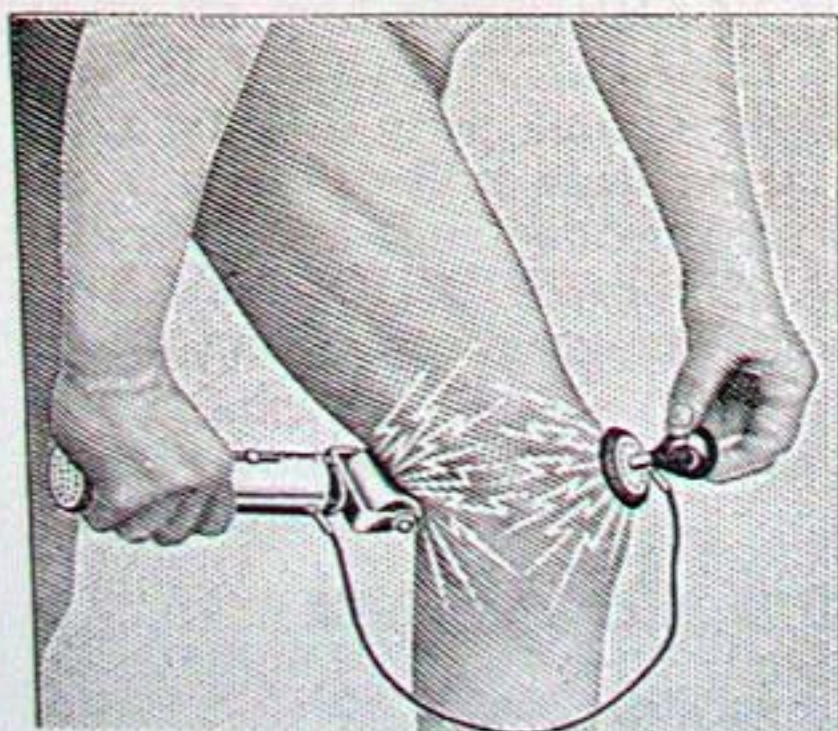
Lumbago, Backache, Muscular and  
Sciatic Rheumatism.

Cut No. 6

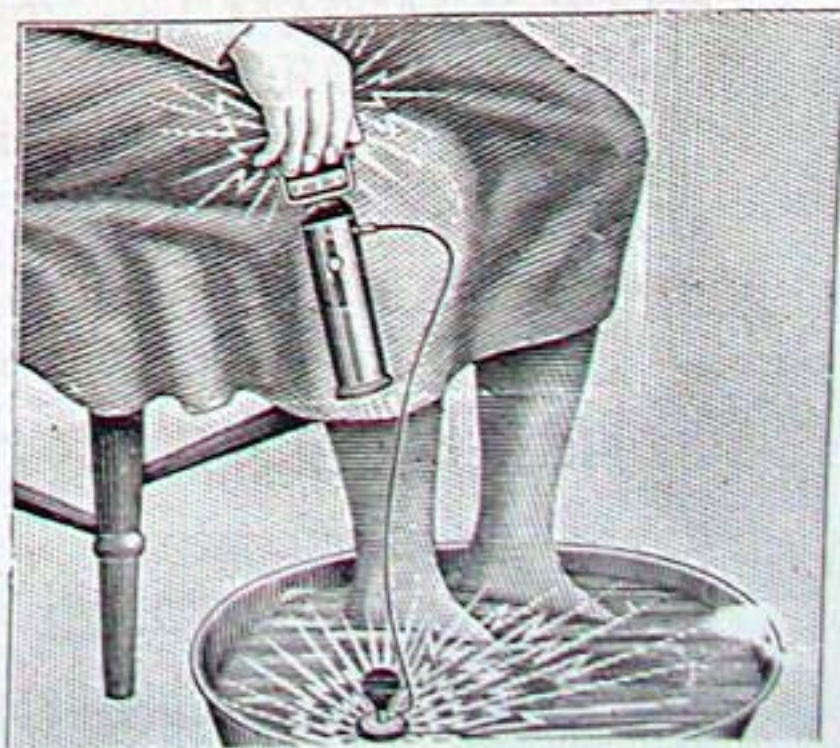


Stomach, Indigestion, Constipation,  
Bowels, Reduces Flesh.

Cut No. 9



Cut No. 10





# Sponge or Internal Electrode, Physician's Guide

**POSITIVE**—Cord tip in roller. Acid pole. Constricts arteries and veins. Checks hemorrhage (profuse menstruation). Contracts and hardens tissues. Soothes. Relieves pain. Decreases inflammation. Dries or dehydrates tissues. Apply copper, zincs iron and metals with this pole.

**NEGATIVE**—Cord tip in handle, hold by roller. Alkaline pole. Dilates arteries and veins. Increases hemorrhage (for irregular or insufficient menstruation). Relaxes and softens tissues. Stimulates. Increases inflammation (brings boils, etc. to a head). Increases moisture, secretions of glands, lubricates. Apply iodine chlorine, salicylates with this pole.

## Electro Spinal Treatment

Your brain generates **MIND ENERGY**. This mind energy flows from your brain in currents down your **SPINAL CORD** and out thru the **FEED NERVES** to all the various organs and parts of your body, giving to each and all their **LIFE** and **POWER** to **FUNCTION**.

Perfect currents thru all the feed nerves means perfect **HEALTH**. Imperfect currents thru any feed nerve means **IMPERFECT** health, **WEAKNESS** AND **DISEASE** of the **ORGAN** or **PART** it **NOURISHES**.

In the cut of Nerve System, on opposite page, you will notice little projections from the spinal cord backward. These are the vertebrae (indistinctly numbered from the top downward)—seven Cervical, twelve Dorsal, and five Lumbar vertebrae. Just below each vertebra, inside the spinal cord, you will notice a **FEED NERVE**, running to some **ORGAN** or **PART**.

**LEARN TO TRACE THE FEED NERVES** from the **VITAL ORGANS** back to the **SPINE**, then when you wish to treat any organ **YOU APPLY THE ELECTREAT SPONGE** to the spine where its feed nerve **BRANCHES OUT**, and **MASSAGE WITH THE ROLLER OVER AND AROUND THE ORGAN ITSELF**. (You can also grasp handle when applying sponge to spine and permit current to flow thru arms, as this stimulates heart and chest action). You thus concentrate within the affected locality, **MIND ENERGY, CIRCULATION, AND ACTIVITY**, the three most potent and curative agents known to health science.

Think, Study the Chart; Use **ELECTREAT**, and see how quickly you will be relieved of your **PAINS** and **RESTORED** to **VIGOROUS HEALTH**.

**ELECTREAT! EUREKA! ELECTREAT!**

"Send us your testimonial when cured."



# How To Treat Yourself

The principle of applying Electreat is embodied in the Electro Spinal Treatment, or Physician's Method. We massage the ailing part to relieve the pain and soreness, and stimulate the feed nerve to obtain an increased supply of nourishment for the defective organ. We then give tonic treatment to build up the entire system and eliminate poisonous products. All applications must be made in direct contact with the skin. Use strength of current most agreeable to patient, and prolong treatment until relief is obtained. These points should be kept in mind in connection with all the special treatments which follow.

**HOW TO RELIEVE PAIN.** Holding Electreat in the hands and turning on strong current, you will notice the power less in the roller and more in the handle. The roller is the positive pole, the place where the current enters the body; it soothes. The handle is the negative pole, the place of stimulation, where the current leaves the body and creates a powerful internal vibration. The current flows from the roller thru the body to the handle. Placing battery in wrong end first reverses the poles of Electreat and shows the powerful flow that passes thru the human body, and which, if properly directed relieves pain and cures disease. Up currents (running toward brain) stimulate. Down currents (flowing from the brain) soothe. To relieve pain attach sponge cord to roller and apply moistened sponge to pain, holding or placing handle in such position as will cause current to flow from the brain. To stimulate you compel current to flow toward brain. This is the science of electrical treatments as applied by world renowned specialists, in sanitariums and hospitals. Learn to apply it in your home and you will agree that Electreat is the best investment you ever made.

**HEADACHE.** There is but one disease—congestion. There is but one cure—circulation. Apply sponge to back of neck at base of skull. Move around to each side. Locate the spots that send intense vibrations over head, to ears, that draw the head sidewise. Mild current to root of nose and take a deep breath thru the nose. Apply over forehead and temples or wherever there is pain. Use electric brush to scalp. Strong current to 7C., and 5D., if from stomach: also Tonic Cuts, 2, 7, and 8. Also roller, or combined.

**NEURALGIA—Facial.** Sponge to pain. Move around in all directions. Get all the surrounding region loosened up. Similar to headache as above. Also see Cut 3.

**SORE THROAT—Tonsilitis—Bronchitis—Goitre.** Sponge, or sponge and roller to throat. Pull head in various directions. Apply sponge up and down neck and to 7C. A little sting will not hurt. Your throat needs heat and exercise—heat from the roller, and exercise by making the sponge pull all the throat muscles and tissues tensely.

**WEAK LUNGS—Pleurisy—Chest Pains.** Massage spine between shoulders. Use roller over chest, sides, and under arms. Hold in both hands, Cut 1, strong current, breathe deeply, swing arms up and around as in physical exercise. Apply sponge, 3D., and take Tonic, Cut 7.

**ATHELETICS—Strains—Lameness—Sore Muscles.** Massage vigorously with roller, use pressure and strong current, moisten skin, Cuts 4 and 5. The poisons from excess exercise must be worked from the tissues. Electric Bath and Tonic, Cuts 10 and 7.

**LUMBAGO—Weak Back.** Massage with roller, kneading the lumbar muscles so as to thoroly work out the congestion and secure return of good circulation. Cuts 5, 6 and 8. Apply sponge to lower spine and massage over pelvic region. If caused from sexual excess, apply treatment accordingly.

**RHEUMATISM—Sciatica—Neuritis.** Nothing in medical science at the present day is more clearly established than that electricity should be applied for all kinds of rheumatism. The cure is sometimes slow and the cost often



prohibitive. Electreat answers a long felt want by providing a most effective treatment easily applied by one's self in the home without loss of time, and but little cost. Frequent treatments are absolutely necessary and should be continued long after relief has been obtained. Use current sufficiently strong to send an intense vibration thru all the affected parts. You must not nurse rheumatism—you've got to fight it. Bend your muscles and joints even tho the pain is almost unbearable. Remember you will never have a stiff joint as long as you keep bending it. In inflammatory rheumatism a slight movement often produces intense pain; but continuing the movement, the pain gradually ceases. Electreat is very painful when applied to some forms of rheumatism, but if you hold it on, positive, the pain will soon lessen. Whenever you touch a sore spot on any part of the body with the electric sponge there is a sensation of instant pain—hold the sponge on the spot for a few moments, take away and then replace, and the pain is not nearly so great—showing how quickly the electric massage relieves pain and soreness. Where rheumatism has become chronic, the patient can't use Electreat too much, too strong, or too often.

**GOUT—Tired Feet.** Massage sole of foot, ankle and heel with roller or sponge and roller combined. Cuts 9 and 10.

**STOMACH—Indigestion—Cramps.** Cut 6. Sponge at 5D and 6D. Use pressure with roller. Massage around sides, over stomach, and entire abdomen. Mild current and increase. Make belly muscles pull and vibrate. Massaging over a cramped muscle usually relieves it almost instantly.

**KIDNEYS—Bladder.** Massage back and lower abdomen. Cuts 5 and 6, only lower down. Treat 10D and 12D. Mild current and increase.

**LIVER.** Massage abdominal muscles using pressure. Lie on back, place roller just below naval to one side; sponge on opposite side, turn on strong current and hold for several minutes until abdominal walls undergo a vibrating spasm, thoroly shaking up all the viscera. Apply sponge 7D.

**CONSTIPATION.** Massage abdomen, using pressure. Force the roller under edge of hips toward groins. Insert internal electrode in rectum; roll and massage belly for several minutes until it begins to sting and sweat. Make it draw up. Moisten sponge with Epsom Salts and apply to 11D and 2L. Constipation is usually the result of weak or lax abdominal muscles and they must be toned up and strengthened before a cure can be effected. If you have a big belly, or it sags in front, continue treatment until you draw it up and in, so that you sit and stand erect. A misplaced organ can't be expected to perform its function properly.

**THE INTERNAL ELECTRODE.** A special attachment to be used with Electreat is particularly valuable in cases of constipation and sexual ailments. It permits of a very direct application. Physicians depend on it, and it is so convenient to use to treat the inside that those needing such treatment should include one with their Electreat equipment. It is perfectly safe and affords effectual self-treatment within the privacy of your own home. (Thoroly sterilize the electrode after each rectal or vaginal application.)

**PILES.** Saturate applicator with diluted witch hazel and apply to inflammation. Massage limbs and hips with roller, also over region of end of spine. 5L. Use internal electrode in rectum. Keep bowels open as for constipation.

**SEXUAL WEAKNESS—Male.** The sexual organs obtain their nerve supply from lower end of spine, 10D to 4L. Massage thoroly lower part of spine, lower abdomen, groins, up and down thighs. For impotency and prostatic trouble use the internal electrode. Keep bowels free by taking treatment as for constipation. **Female:** Massage lower spine and abdomen, over ovaries, groins, and up and down limbs. Double application, sponge 5L, and machine between limbs in crotch to concentrate circulation to ailing parts. Hold in hand and place sponge over pain. Tonic, Cut 7, up and down entire spine. **Profuse Menstruation:** Lie down, elevate hips, sponge 3L., also use internal electrode, (positive). Be sure to insert electrode, then turn on current, otherwise it will sting you. **Painful or Weak Menstruation:** Massage ovaries, limbs, lower spine and abdomen and use internal electrode (negative) in vagina



and rectum, both. Be sure and thoroly sterilize the electrode after each rectal application before using otherwise. Take Tonic, Cut 7, to improve your general health. Electric Bath, negative, Cut 10, sitting in water for several minutes to concentrate circulation to proper organs, Cut 8 applied to ovaries, etc.

**PARALYSIS.** Give Local, Sponge, Roller, and Double Applications. Follow with Tonic, Cut 7. Where you observe muscular reaction there is hope for improvement.

**DEAFNESS—Catarrhal.** Some forms of deafness may be quickly relieved with Electreat. It is not harmful in any case and is worth a trial. Personally, I can say that the eustachian tubes in both my ears had been closed for over seven years and were BOTH opened by this method of treatment. I now hear and understand much more distinctly. Apply sponge over and around ear, under jaw at base of ear. Massage all the muscles that show a tendency to draw or vibrate the ear. Apply sponge at base of one ear and roller at base of other. 2C.

**TOOTHACHE.** Two tiny blood vessels, one carrying the blood in, the other taking it out—enter each tooth. Sometimes Electreat stops the ache almost instantly. Apply sponge to nerve that feeds tooth at place of pain. 3C. Massage throat and chest. Cut 8.

**EYES.** Frequently weak eyes are the result of a weakened physical condition and can be improved with the Tonic, Cut 7. Apply sponge direct to eye to relieve itching, soreness, or inflammation. 4C. Cut 8.

**CATARRH—Asthma, Hay Fever.** Apply sponge to root of nose, mild current, draw in deep breath, massage throat and breast.

**BROKEN BONES—Contusions—Cuts—Sores.** When a broken bone begins to knit, or injured tissues to heal, there is usually an itching or burning. Insufficient circulation and excess of dead body sluffing off. The splints or sensitive condition of the injured parts render rubbing or movement impossible. Application of the Electreat sponge at and around the injury allays the itching and burning, and concentrates an abundant circulation, so necessary to a speedy recovery. Cut 8.

**HARDENING OF ARTERIES—Varicose Veins—Dropsy.** These conditions indicate great impairment of bodily health and function. Systematic treatment with Electreat usually brings relief and improvement.

**NERVOUSNESS—Insomnia—Fatigue.** Take Electreat to bed with you; cover up nicely until you perspire slightly—you are now in an ideal condition to take electric treatment. Clasp roller in left hand and turn on current with right until you feel the desired strength, then use massage roller upon any part of your body. When you feel yourself getting tired or sleepy, turn off current; your muscles and nerves have relaxed, you will sleep soundly and wake up thoroly refreshed. Without relaxation there can be no repair of bodily tissues. Electreat will give you relaxation, and nature will make you well again.

**TONIC—Health Improvement.** Cuts 7 and 8. By referring to the cut on page 10 it will be seen that the feed nerves to every organ and all parts of the body emerge from the spine. By treating up and down the spine, every part of the body is stimulated and invigorated. Place sponge between shoulders and run roller up and down entire length of spine, also pass roller to all parts of body. Move the sponge downward, continuing to massage all parts of the back, sides, under arms, etc., with roller. If the sponge detects an overly tender spot, locate the place and study what feed nerve underlies that point; the organ it nourishes is ailing and needs treatment. Just a little to one side of center of spine you will feel the keenest vibration and electrical effects. Work sponge up and down both sides of spine so as to stimulate all the feed nerves. Part of time you have the sponge to top part of spine and roller to lower; then you reverse. Use current strong as patient will stand. Treat for about 30 minutes. Study the muscular reactions while taking this treatment and you will learn a great deal about your anatomy and where to treat for particular ailments.



### 3. Sponge and Roller.



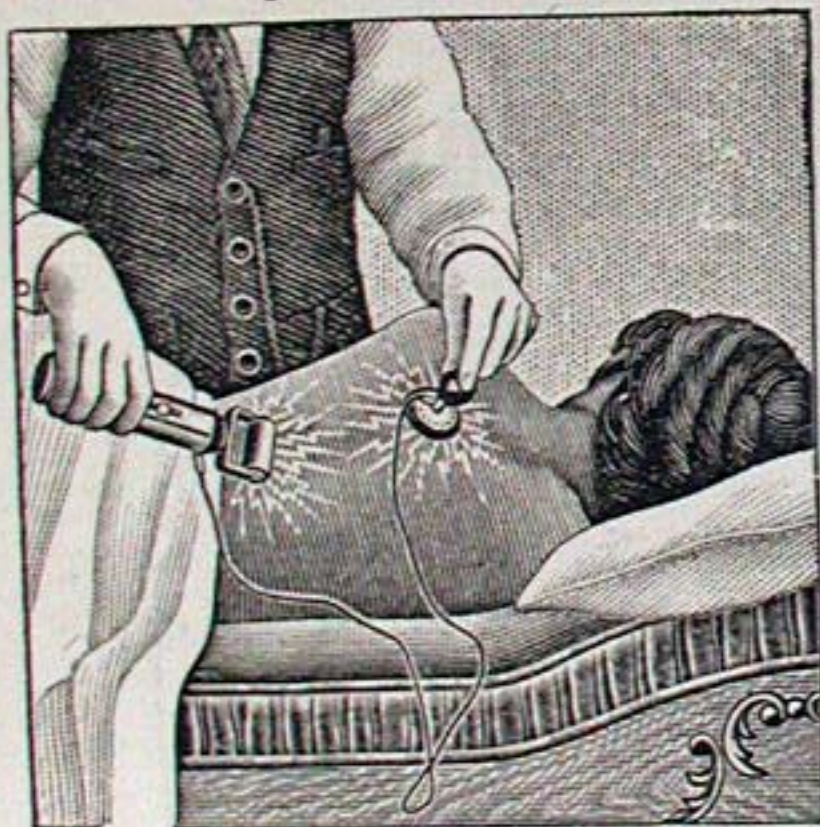
\*Extension Applicator Attached to Barrel. General Faradization of Neck and Throat.

### 4. Roller, Muscle Massage.



Can be Applied to Arms, Breast and Muscular Parts of Body.

### 7. Spinal Massage.



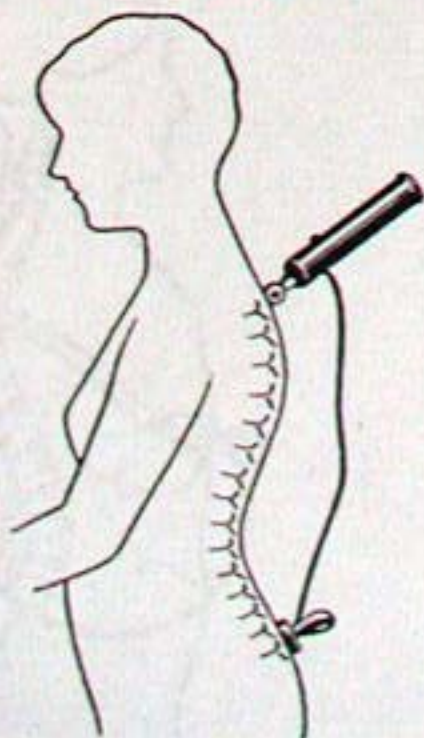
Spinal Massage Applied by Attendant.

### 8. Electric Hand Massage.

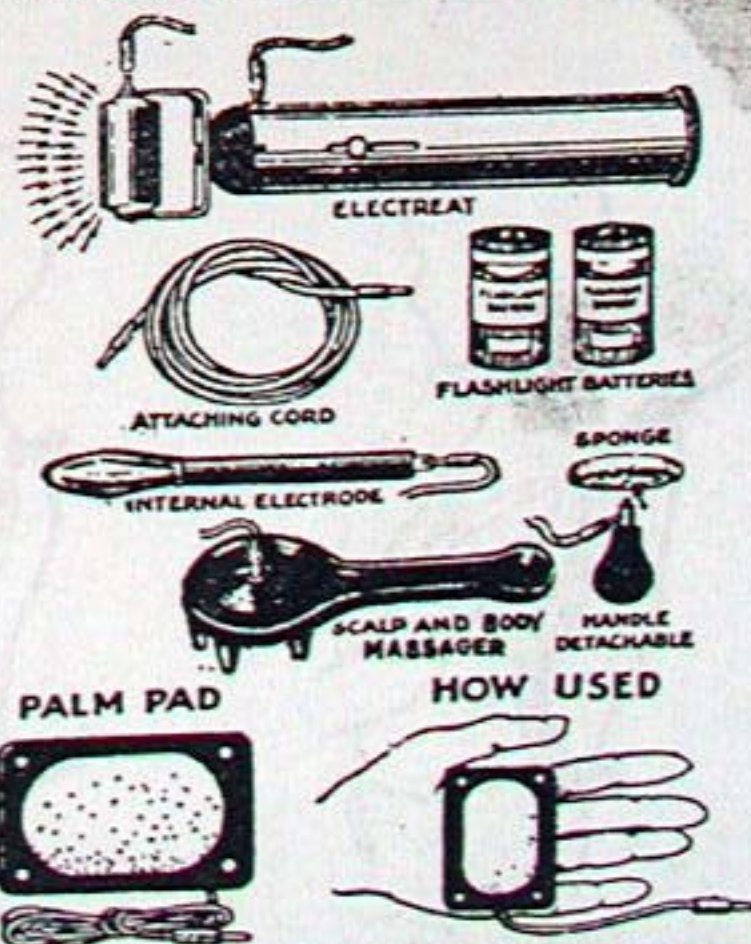


Very Pleasing to Some People. Electricity and Personal Magnetism.

### 11. Oscillograph.



Pictorial Illustration of the Electreat Alternating Current Wave Form.



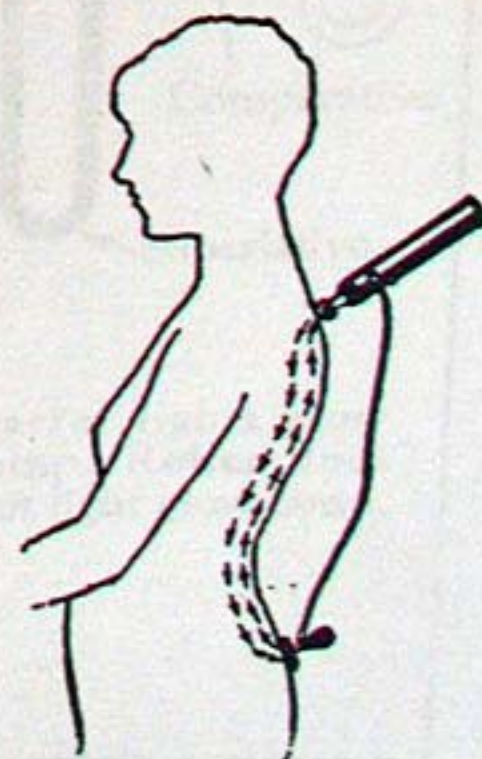
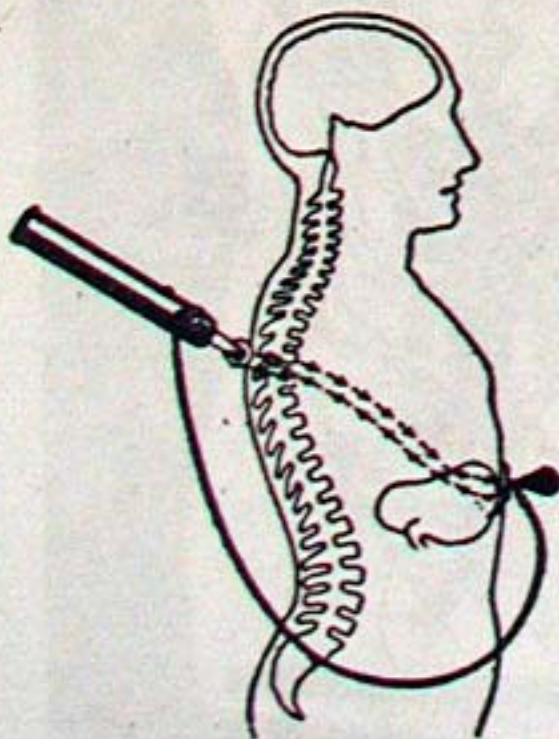
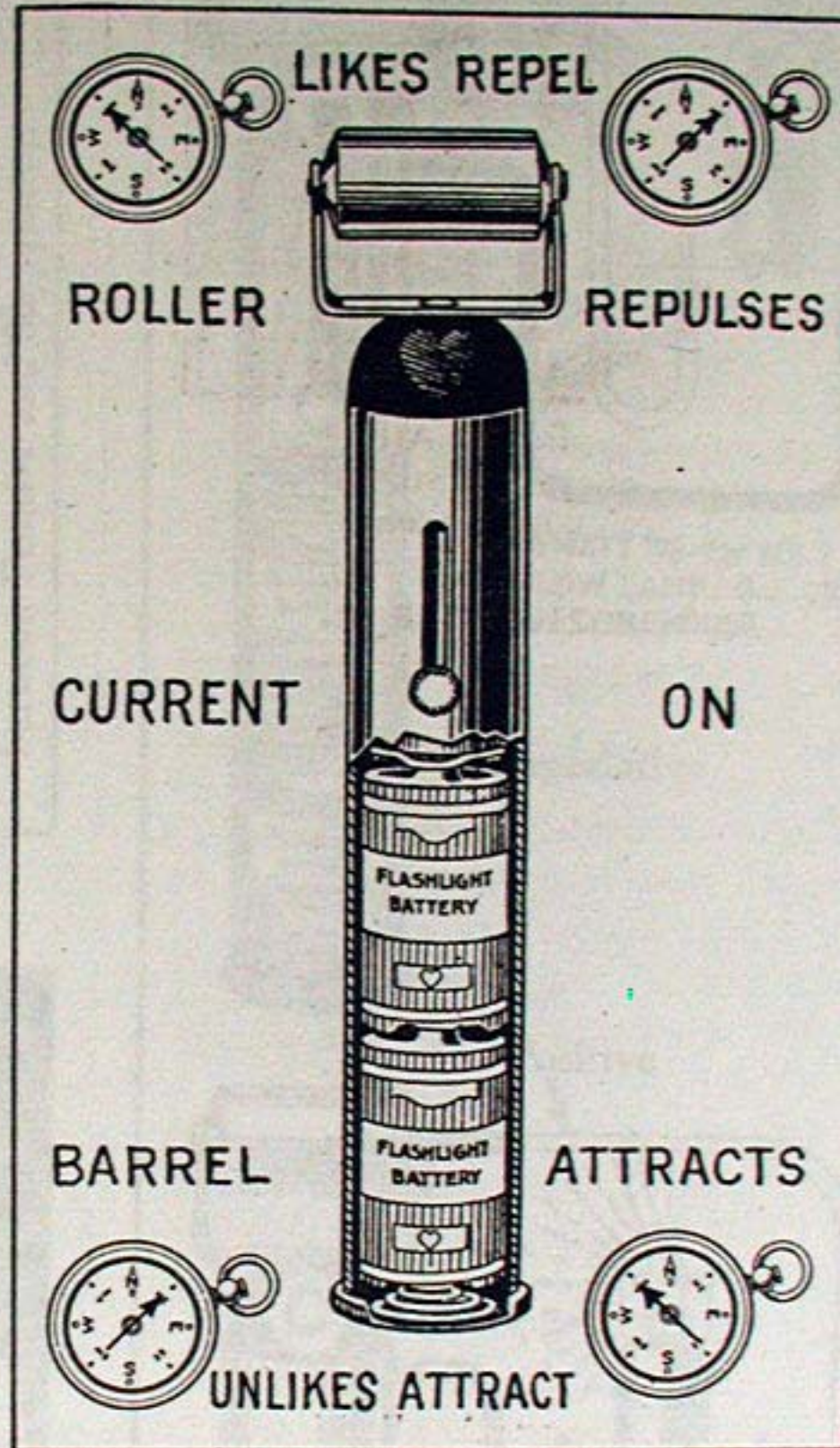
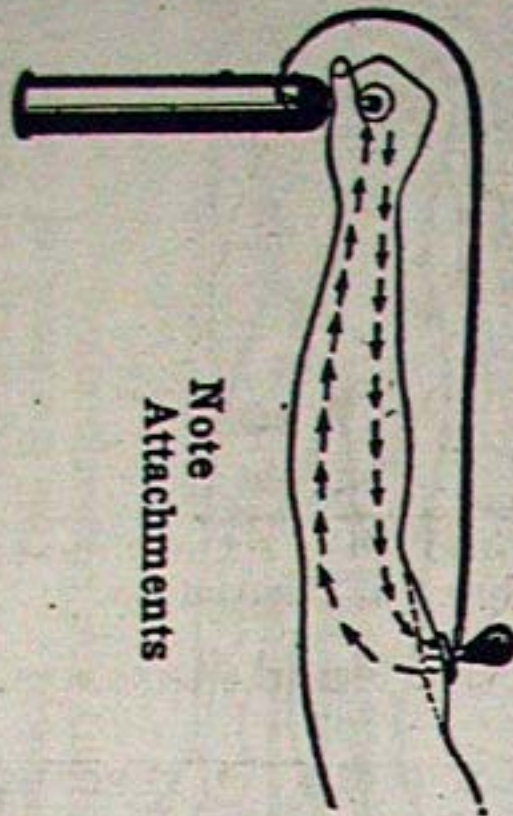
Electreat and Accessories



# Gravity + Electro Magnetism = ?

The Problem before your eyes.

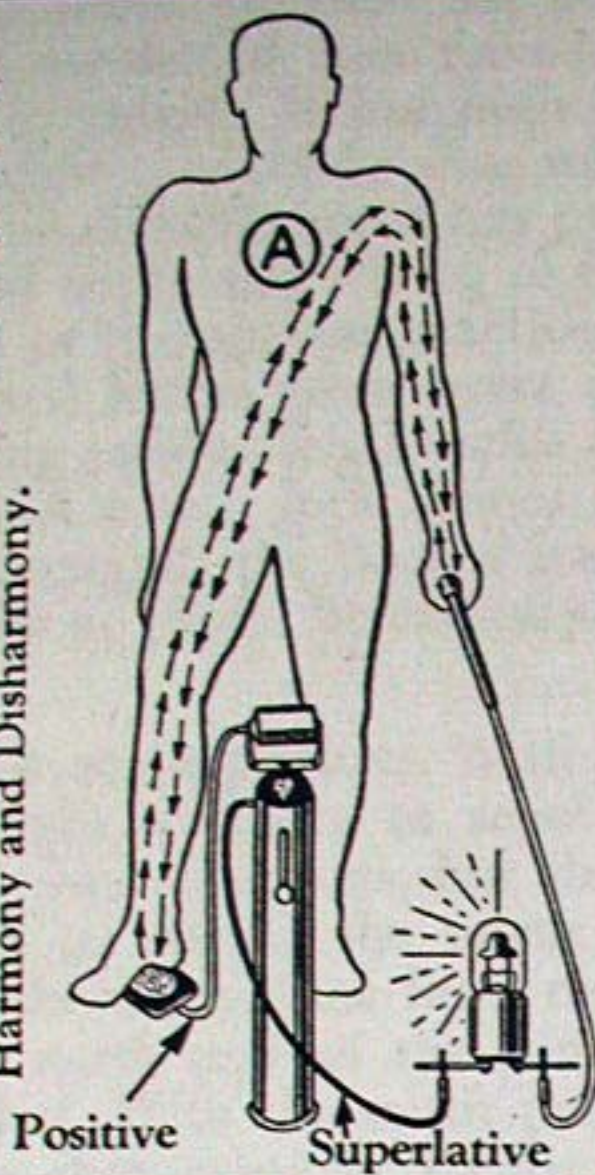
Relativity + Position = Concept.



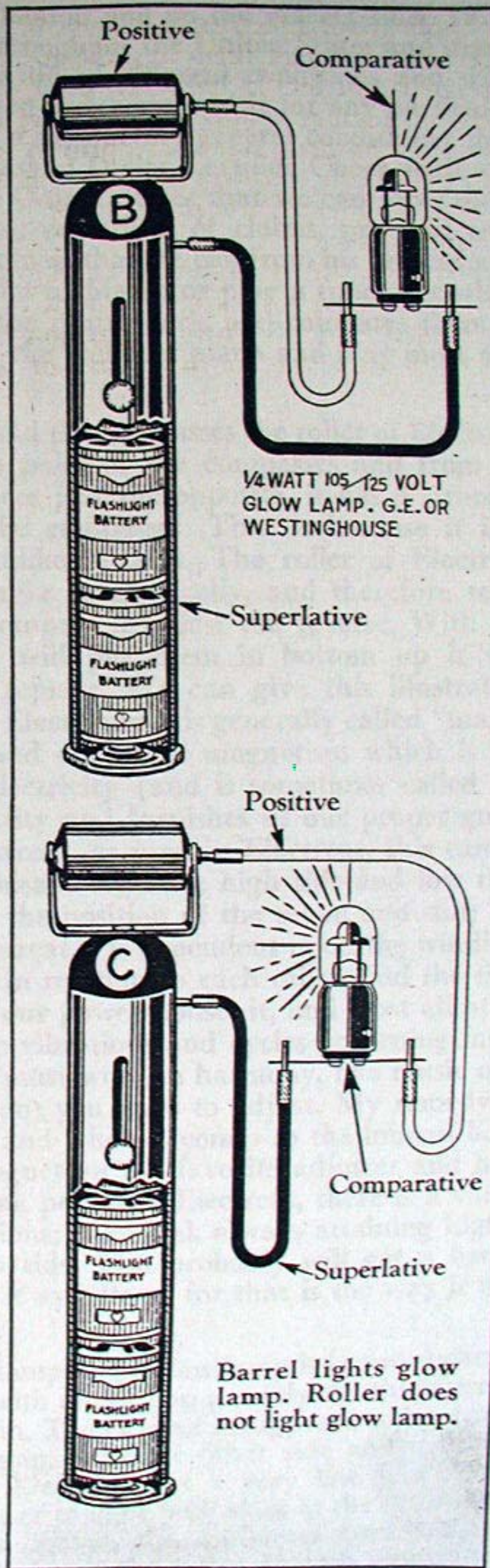
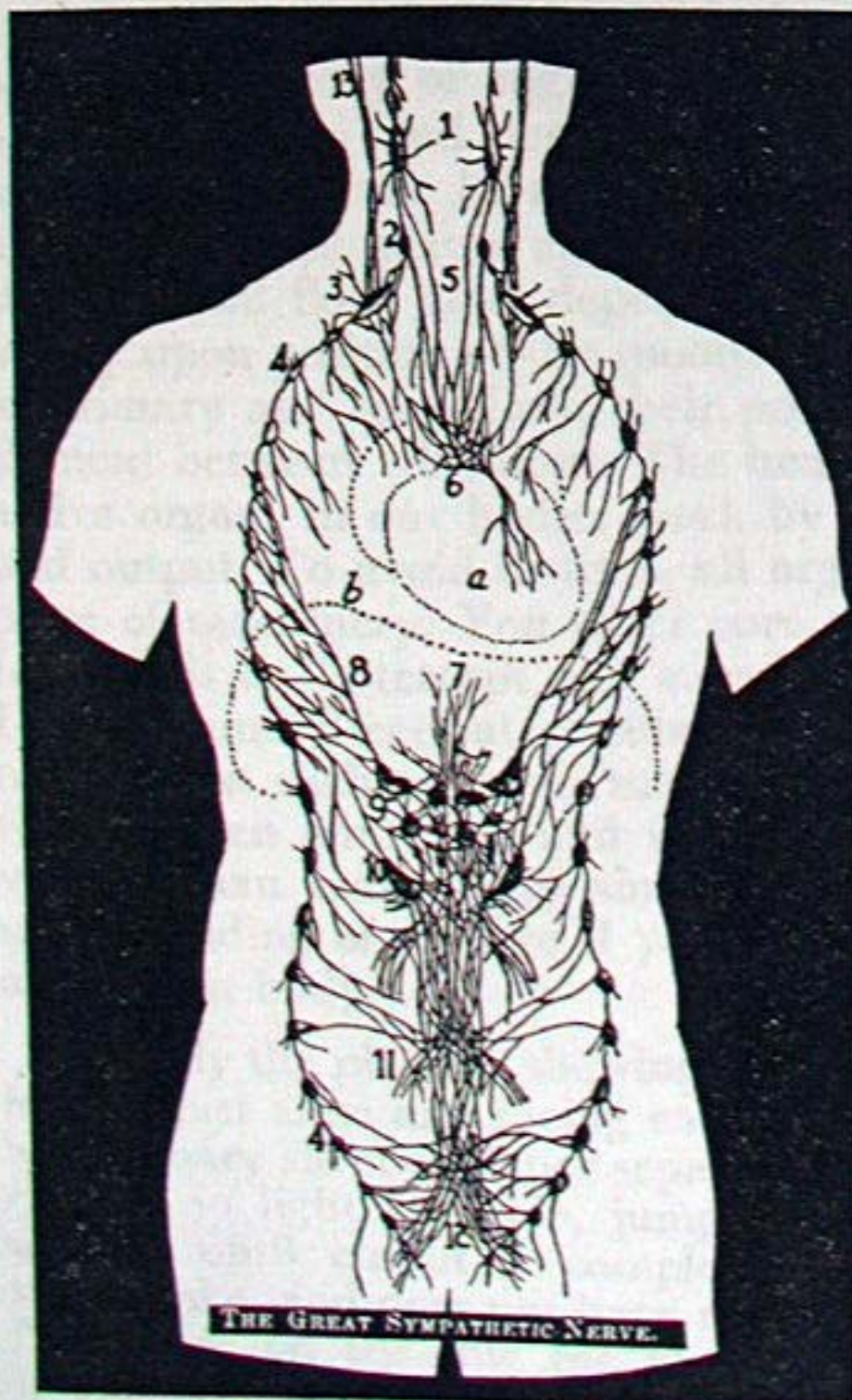
Illustrating the magnetic internal massage. Exercising the line of least resistance between two external applicators.



Comparison is the instrument of science, (Enc. Britannica) . . . This is a book of Comparisons, Harmony and Disharmony.



Comparison has three degrees, Positive, Comparative, Superlative. Comparative is a compromise between Positive and Superlative.





In Electreat we have a variation of heat, power, motion and magnetism, carefully engineered, to MODIFY or CHANGE the physical and mental workings in various parts of the human body according to the strength and method of application. Electreat has been in production and on the market since 1918. A great number of them have been sold throughout the United States and many foreign countries. It has been used for so many different conditions and with such satisfactory results that we have ceased to recommend it for any particular disease or ailment, but it has proven such a satisfactory general conditioner that we stand ready and willing to post a Thousand Dollar Certified Check with any medical or therapeutic practitioner in the United States that we can show more unsolicited letters from users of Electreat, regardless of claims, pro and con, expressing satisfaction, benefits and gratefulness than he can from his professional services. A tuning fork cannot tune a violin or piano; or play a tune; but when one understands the laws of harmony in the tuning fork, and compares them to the violin or piano, he can adjust or tune the violin or piano and play most any tune.

Look at the pictures. With Electreat and the compasses the roller of Electreat has a slight tendency to repel the north poles of the compasses and from all positions and directions, but the barrel does just the opposite, it has a stronger tendency to attract the north pole of the compasses. That is because it is a law of electricity that likes repel and unlikes attract. The roller of Electreat and the north pole of the compass are alike magnetically, and therefore repel each other. With the south pole of the compass it is just the reverse. With the batteries that energize Electreat, if you will put them in bottom up it will make the roller attract and the barrel repulse. We can give this illustration of action several names, but with Faradic Electricity it is generally called "make" and "break," but in reality it is input and output of magnetism which is the principal property or ingredient of all electricity (and is sometimes called the principle of life) and determines its polarity and furnishes us our proper guide as to how to use it. In an alternating current, as used in Electreat, this can be likened unto the waves and tide of the ocean. We have high tide and low tide, ebb tide and flood tide, dependent upon the position of the moon and sun; but mostly upon position of the moon. In Electreat it is dependent upon the windings of primary and secondary, their position in relation to each other, and the time element between vibrations. The heart is our power house; it, and most all other active organs in our bodies work by time vibrations and cycles governing input and output. To avoid distress, all organs must work in harmony, like music or a piece of machinery. You can't cure motion; you have to adjust. My remedy or formula is to "intercept and substitute," and when it comes to the human body I have found Electreat circulation of magnetism my favorite adjuster and harmonizer. In each cycle, or make and break period of Electreat, there is a variation between amperage and voltage relations; the break always attaining higher voltage than make, very similar to high tide. You probably will get a better understanding of voltage if you think of it as joltage, for that is the way it will affect your body.

Study the pictures showing the glow lamps. The glow lamp is in two separate halves, just alike and facing each other, with an air gap possibly the thickness of an ordinary sheet of paper separating them. The current is supposed to be strong enough to light one side, jump the air gap, light the other side and continue around until circuit is completed. The Electreat has a very low power, for safety sake, and does not have enough power to light both sides at the same time. Now note on the side the glow lamp is lighted, the conductor cord attaches to barrel, and on the unlighted side it attaches to the roller. In each picture you will see that it is always the cord attached to the barrel that lights the lamp, but the cord attached to the roller never lights the lamp. This shows you which



pole has the higher voltage, more heat and a stronger jolt when applied to your body, which way the tide is moving and will be most likely to assist in doing what you want done. In looking at the palm pad under one foot there is a current of circulating magnetism alternately running back and forth all the way through the body from right foot to left hand and you connect the two conductor cords to the Electreat barrel and roller so as to run the drift or magnetic tide in either direction you wish.

Now let us start at picture No. 1. If you are right handed grasp the barrel with your right hand and the roller with your left. Pull the control button down very slowly until you get thoroughly familiar with the Electreat and accustomed to the strength of current. The break current in the right hand is always from the CATHODE pole, the one that has the highest voltage and warmth, and gives you the hardest jolt. Learn to recognize this jolt, for it is your guide in how to apply the Electreat, either direct or with the various appliances. The jolt is always from the barrel, the higher voltage or activity pole, which has a tendency to strengthen, invigorate and pep you up; while the roller, the lower voltage or less activity pole, comparatively has a tendency to soothe, pacify or calm you down. When you wish to harmonize the activity between two different parts of your body, think of Electreat and the tidal wave — try it, just to see how well it will work on you.

Picture No. 2 shows how to attach the sponge applicator to the roller to get the soothing current through the wet sponge. If you wrongly attach the cord tip in hole in barrel while holding in hand this way, you will get NO current, for both poles have to be in connection with the body at the same time.

Picture No. 3 shows application with sponge attached to barrel, cord tip in barrel. This picture, as well as Nos. 6 and 9, often prove confusing, for electricity always follows the line of least resistance and it is often necessary to wear a glove or cloth to insulate the hand holding the barrel in order to force the magnetic current out through the cord, which then would be sure to be the line of least resistance.

Pictures No. 4 and No. 5 need no explanation, as they are direct application from the two poles of Electreat.

Picture No. 6 (\*) has the same instruction as No. 3. Be sure to attach the cord tip in barrel and insulate the hand if necessary.

Picture No. 7. Be sure to put cord tip in barrel; sponge applicator is insulated from operator's hand by the knob, and no need to insulate his other hand, as there is no circuit connection with both applicators and both contacts are in complete circuit through patient's body with machine.

Picture No. 8. This picture represents an operator giving an Electreat hand massage; the magnetic current from the Electreat circulating through both their sympathetic nerve systems and harmonizing their physical personalities together. The sponge, cord and scalp massager shown, are just accessories that go with all Electreats.

Picture No. 9 (\*). Bad illustration — for if there was no glove or insulation on the hand, the magnetic current might circulate up through the hand and shoulder instead of directly to and through the knee joint.

Compare this picture to a person oiling and lubricating a squeaky hinge joint.

Picture No. 10. Electric foot bath. Could drop salt or other solubles in the water and possibly obtain some chemical effect in addition to the physical and magnetic.



Picture No. 11. Oscillograph picture of the alternating Electreat current, shaped almost like the spine with ribs alternating on each side. I have many letters from chiropractors and osteopaths praising the merits of Electreat and how it has added to the efficiency of their technique and aided them in their practice.

Picture No. 12. Picturizing Electreat and the many and various applicators that are a part of the regular Electreat ensemble, all in a durable leatherette case, for a very moderate price.

Picture of "The Great Sympathetic Nerve," reproduced from a popular school physiology, by one of our most famed physiologists. 1, 2, 3, ganglia in the neck; 4, spinal ganglia; 5, branches in neck and chest going to heart; 6, nerves to heart; 7, nerves about diaphragm; 8, nerves to digestive organs; 9, semilunar ganglion; 10, 11, 12 masses of nerves to abdomen; 13, small nerves going with arteries to brain. Dotted lines indicate the position of a, the heart; and b, the diaphragm. Sometimes called the SYMPATHETIC SYSTEM, because it brings all portions of the body into direct sympathy with one another, or the GANGLIONIC SYSTEM, because, instead of having a brain or a spinal cord to control it, it has numerous enlargements called ganglions or nervous masses, connected together by nerves so as to form a continuous chain. This is a distinct nervous system, but its nerves have communication with the nerves of the other system in order to make the chain of sympathy between the various organs complete. It presides over involuntary functions associated with the MAINTENANCE OF LIFE, such as digestion, respiration, circulation, secretion, etc., but has nothing to do with the great mental and moral acts or with the voluntary motion of parts. These are influenced by the cerebro-system.

If it were not for a SYMPATHETIC nervous system, through which all the organs can communicate and SYMPATHIZE with one another, each organ would be acting in its own independent course, and health and harmony would be impossible." (End of plagiarism.)

If it was necessary for Nature to provide such a complicated ganglionic nerve system to contact, connect, sympathize, harmonize and keep all the vital organs and moving parts working in unison; what would be more likely than that man should invent or construct some mechanical device with power to contact the various ganglia and parts, and to establish the same or a similar control, sympathy and assistance, over them that they were supposed to exert over the other vital organs? What could do that more simply, scientifically and perfectly than the Electreat with its vibrating magnetic current circulating back and forth between most any two parts desired, with a soothing, velvety touch for the easy tender spots and a jolt for the obstinate, tough places.

In my Encyclopaedia Britannica I find this all comprehensive and profound statement: "Comparison is the instrument with which science works." With Electreat you are always comparing one place in your body with another, the place that hurts with one that doesn't. In grammar we have three degrees of comparison: Positive, Comparative, Superlative, meaning Much, More and Most, or little, less, least. When applied to Electreat it makes the roller positive, and the barrel superlative. The insulating knob between the roller and barrel is your comparative, it has no applicator attachment, but represents the balance axis between the positive or roller and the superlative or barrel attachments, the neutral polarity between weaker and stronger magnetic tide or forces.

With the Electreat, the compass, the great sympathetic nerve, the comparison and the concept, there is a function in common to each; the power to compare



and point out similarities and differences upon which intellectual deductions are based, discussed and accepted or rejected. The Greek syllogism with its MAJOR and MINOR PREMISE is the legitimate ancestor of faradic electricity which has primary and secondary coils, and Electreat is just one of its many children.

With pictures A, B, C, Electreat and the glow lamps, their message is almost as plain as day and night. Heat always relaxes or expands; cold always contracts or shortens. With Electreat Massage you are dealing mostly with muscular activity; contractions and expansions.

A contracted muscle is often a very stubborn thing; the cause being remote, it is often necessary to fatigue or exercise it almost to the point of exhaustion before it will relax and let go, and quite frequently this can be easily accomplished by applying the barrel or superlative electrode of Electreat just as strong as you can conveniently withstand. Never torture yourself with Electreat for through the great sympathetic nerve system that would likely bring on unfavorable reactions instead of accomplishing your desired result.

We are body and mind as well as substance and motion. The organs of the body have sympathetic nerve connections and the organs of the brain, objective and subjective mind, have logical connections which are just as real as the sympathetic connections in the body, though they are as yet often ridiculed by unbelievers. If this were not true, it would be impossible to train the body or educate the mind.

Body and mind, like substance and motion, are always joined together in everything that we do or is done, they can be both subject and predicate. We have been taught to think of subject and predicate as separate entities. This is a pure delusion of our educational system. You cannot think of one without remotely comparing it with the other. Not separation, but loose connection is the answer. In the body this connection is usually referred to as sympathy, and in the mind as logic.

Motion is the controlling feature over everything that we do or is done, so in order to regulate, modify or change our feelings of comfort or discomfort, a good way is to learn to run the motion impulses of Electreat either with, to increase, or against, to retard the motion impulses coming in or going out from the brain. The Electreat works physiologically and mechanically and not therapeutically, so in using Electreat you are nerve treating your feelings and not a disease, which is only a name, but if under these sedative or stimulating motion impulses your disease should seemingly disappear, kindly speak a good word for Electreat, as so many thousands have already done.

If you like and appreciate the tone and manner in which this book is written to explain and induce you to investigate and try using the natural forces of nature as exemplified by Electreat upon your body, and I succeed in getting as many people to understand and to use the Universal Formula as I have Electreats, my greatest ambition will have been achieved, to truly merit my presumptuous title as, "The Aristotle of Modern Times."



We make no claims for the therapeutic and medicinal properties of Electreat, other than as a possible carrier of unrecognized qualities. It possesses many qualities and properties similar to those used by the Universal Formula and by nature in conducting the functions of the human body. Until these properties and qualities are officially recognized, Electreat must remain in the position of an experimental or demonstrator device, and with the few suggestions we offer, it is up to the purchaser to learn to use it with the same hope and confidence as if he were buying a piano or automobile.

Electreat is a demonstrator proposition and most of the Electreats sold have been purchased after a personal demonstration upon the body of the purchaser, or by use of a borrowed Electreat from one of our former customers as you will note from:

### WHAT OUR CUSTOMERS SAY

11-7-49

Enclosed find check for Electreat. I have sold one. I have had my machine for 20 years and it is just as good as the day I bought it, after using it myself almost every day, also my friends use it. — L. A. D., Springfield, Mass.

9-27-49

I am using one of your Electreats which I have borrowed from my aunt, and I sure like it. I would like to order one. Be sure and let me know at once. — Mrs. A. H., Muenster, Texas.

11-28-49

This is to inform you that I have received all the 16 packages containing 5 Electreats each and the large package containing empty boxes and 6 accessories, in good condition. I am glad to inform you that the Electreat is fast becoming an important household possession in many homes in the Philippines now. — Dr. S. Aquino, Exclusive Philippine Distributor, P. O. Box 2022, Manila, P. I.

9-27-48

For many years we have used electric massage treatment in our home as our family doctor and with the greatest success. For that reason I feel sure I could sell Electreat to a great many of my friends. — Mrs. B. K., Kimball, South Dakota.

2-21-49

Every morning and night we use the Electreat. My husband holds the Electreat in his hands, I apply the sponge to his shoulders, back and the backs of his legs. — Mrs. A. H., Schenectady, N. Y.

2-2-49

I would like information as to price of your Electreat. I have used one belonging to a neighbor and have really improved and would like to purchase one. — W. V. H., Cedaredge, Colorado.



4-3-46

Our doctor uses one of your instruments on us every time we go in for treatment. — H. L., California.

March 1946

I consider the Electreat instrument one of the most valuable any doctor ever had in his office. I am lost without one. Please make me an Electreat if you do not have them in stock. It was a marvelous instrument. — Dr. M. C. N., Michigan.

9-6-29

I bought your Electreat and must say it is just wonderful. I can heartily recommend its use. — A. L. K., South Carolina.

8-1-39

I would not take a thousand dollars for my Electreat if I could not get another one. — M. V. H., South Dakota.

10-8-37

I have used the Electreat for two years and would not take one hundred dollars in exchange for it. — L. G., Illinois.

2-23-39

Some time ago I purchased an Electreat which has given me excellent service and I have nothing but praise for its benefits. — H. W. F., Missouri.

10-15-40

Electreat is worth its weight in gold to me. — V. B. W., California.

5-13-40

I wish to state it is a wonderful machine and we have used it extensively for a number of years. — D. E. B., Texas.

7-20-38

I am a great believer in your Electreat. Have had it for year and would not do without it at any price. — B. C. B., Tennessee.

1-3-23

Am frank in saying it did me a world of good. — L. H. B., Oregon.

9-2-36

The little Electreat has been in the home for a year and we find it is a wonderful investment. — Mrs. W. F. B., Oklahoma.

We have thousands more of unsolicited letters from users of Electreat expressing satisfaction, benefits, gratefulness, etc.



11-27-48

I was telling Mrs. C. about the Electreat and what it has done for me, so I gave her your address, so she has the Electreat and she says if it helps her as it did me she will be so happy. I have had my Electreat since I was a young married woman and now I am 74 years old and I feel like I am about 40 years old. It helps me in every way to stay young. I wouldn't be without one. I have told so many folks about it and most all have sent and got one. — Mrs. M. D. L., Lexington, Kentucky.

8-29-49

I am interested in purchasing one of your two cell instruments. My father has been using one for a number of years and is quite pleased with it. — Dr. R. E. M., Jr., Huntsville, Texas.

9-20-48

I would like to have a new Electreat sent to me by C.O.D. mail as soon as you can fill the order, as I can't do without the one I have long enough to have repairs made, and when I get the new one I am going to give the old one to a friend of mine." — N. McL., Gilroy, Calif.

9-9-48

I have been using your Electreat for 14 or 15 years and don't know how I would get along without one. My machine is working fine since you fixed it last winter. — Mrs. A. M., Oklahoma City, Okla.

8-13-48

Received my new Electreat in good order. Very satisfactory. Am mailing my old Electreat for re-conditioning. I have used this instrument 10 years without any trouble. Lately the roller does not seem to function smoothly over tissue, jarring and sticking at times. — Dr. P. J. M., Chiropractor, N. J.

8-17-48

Thanks for the fine service received on our Electreat. We just can't get along without it. My wife and I have used the Electreat for the last 15 years with good results. Thank you again. — G. J. R., Syracuse, N. Y.

11-4-19

I cannot say too much in praise of the Electreat. — Mrs. M. C. McK., Illinois.

3-22-37

I bought one of your Electreat machines and it is wonderful. I would not part with it at any cost. — J. McC., California.

9-4-40

I use my Electreat every day and it keeps me fit to do my work. — Mrs. M. I. G., Ohio.

12-14-33

Allow me to say that it is a wonderful vibrator and every family should have one. — Col. W. R. L., Kentucky.

10-5-34

We have had an Electreat for several years and like it fine. — L. F., Nebraska.



11-9-48

I'm writing to see if you still have Electreat. We bought one 21 years ago and it is wonderful. I wouldn't know what to do without one. I want to buy another one if you still have them. — Mrs. A. J., North Leeds, Maine.

4-1-49

Some 18 or 20 years ago I bought from an agent one of your Electreats. I liked it very much. My son loaned it to a friend of his and he never returned it. I would like to get another one. — Mrs. T. C. K., Erie, Pa.

5-3-49

I would like to know just what it would cost to order one of the Electreats like I ordered last July. I want one for my mother and one for my crippled daughter, as the one I have my husband uses every day. We can't do without it. Would like an answer soon so we can order. Thanks. — Mrs. O. H., Amarillo, Texas.

5-18-49

I am so glad you got my Electreat going again. I have wanted many times to write to you and tell you how much good my husband and I and the whole family, also neighbors and friends, get out of it, besides the fun and entertainment we had in all holding hands and letting everyone feel the electricity with trying to hold on. — Mrs. B. K., Escondido, Calif.

5-3-49

I have had an Electreat for a number of years. It was recommended and sold to me by a doctor, and he used a number of them and were liked very much by many of his patients. — Mrs. I. K., Sand Springs, Montana.

9-1-49

Are the Electric machines still available to the public? I can't get along without mine and it is loaned out so I think I will get another. — Mrs. J. C. L., Wortham, Texas.

7-20-49

About 1930 I purchased an Electreat, found it all you claim. Recently it was tampered with and needs adjusting. Let me hear from you. — A. L., Greenville, Calif.

6-4-49

I have used my Electreat for 14 years. It is my daily companion and is responsible in a good measure for the fine health I enjoy. — C. H. L., Spokane, Washington.

9-13-48

Find enclosed money for two cell Electreat. I want it for my friend Mrs. S. I have had mine since 1919 and it is still going strong. They are a wonderful thing and I have had wonderful results from its use. I will be glad when I can take mine back from my friend. She too has been having good results from its use. Good luck and may you sell them by the thousands. They are wonderful. — Mrs. L. L., Carsonville, Mich.

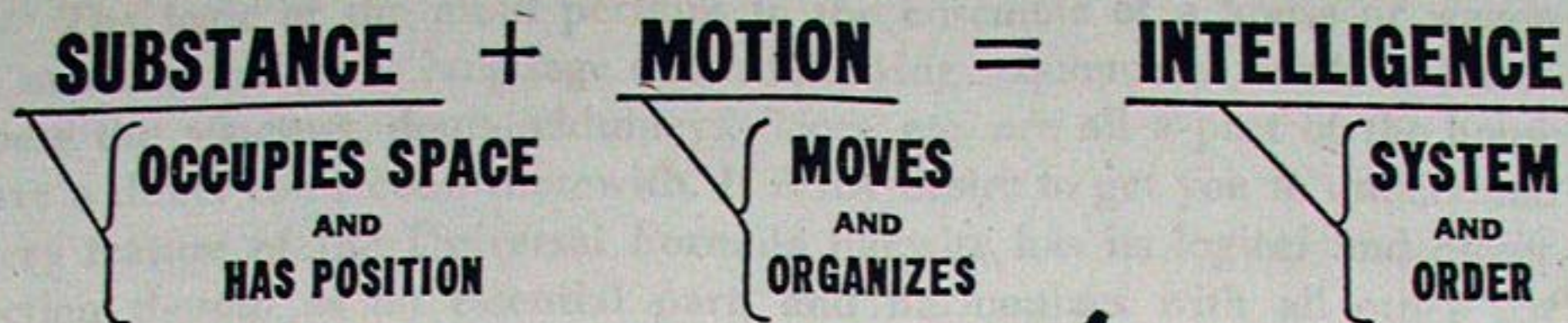


# UNIVERSAL FORMULA

## THREE PRIMORDIAL ELEMENTS AND SIX MODIFIERS

### EDUCATIONAL SUPPLEMENT

#### A STUDY IN RELATIVITY



Substance and motion are builders and carriers. They build concepts and carry them to intelligence, our intellectual storehouse.

LOGIC OF THE	+	AND THE	=	Philology
Objective	+	Subjective Mind	=	Psychology
Major	+	Minor Premise	=	Syllogism
Subject	+	Predicate	=	Sentence
Cause	+	Effect	=	Reason
Noun	+	Verb	=	Grammar
Substance	+	Motion	=	Formula

#### Logic of the UNIVERSAL FORMULA'S MODIFIERS

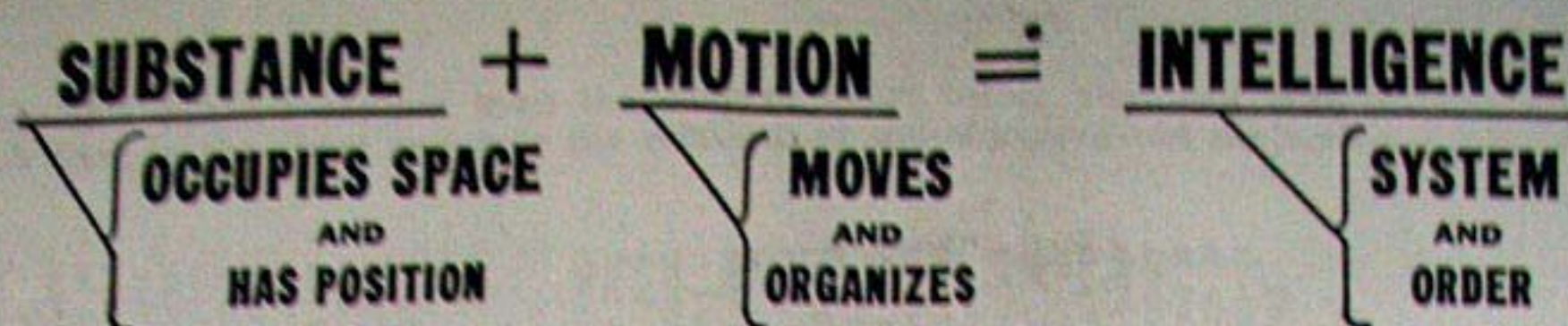
Anything that	occupies space	must have position
Anything that has	position	must be movable
Anything that	moves	must be organizable
Anything that	organizes	must have system
Anything that has	system	must have order
Anything that has	order	must have system
Anything that has	system	must be organized
Anything that has	organization	must be movable
Anything that is	movable	must have position
Anything that has	position	must be in space

Greek Syllogism solves what it is using ten categories.

English Sentence solves what it does using eight parts of speech.

Universal Formula solves how to create it using nine mental concepts.





### LOGIC OF SUBSTANCE AND MOTION

The logic of the mind pertains to the ensemble of a house or wagon just as much as it does to language and a following sequence of words or ideas. In a house the windows, doors, chimneys, floors, etc. are all a part of the house and have a direct connection therewith. It is my desire to get you to understand that every feature of the Universal Formula likewise has its logical and direct connection thereto as an essential part, and harmonizes with all other parts in completing the whole.

Anything that is can be a subject or predicate; a matter of position and action. When in the nominative case and USING MOTION to act upon something else it is a subject, but when in the passive voice and being acted upon by MOTION it becomes a predicate. The predicate is always a subdivision.

### POSTULATE

ANYTHING (Subject) that is	MUST OR CAN BE (Predicate)
in space	in position
in position	movable
movable	organized
organized	systematized
systematized	in order
in order	Systematized
Systematized	organized
organized	movable
movable	in position
in position	in space

The predicate is always a subdivision and logically becomes the subject of the next subdivision. Just as simple, when I compared it to a house, as telling a child to open the door and close the window, or turn out the light and go to bed.

All the items in the subject column can be predicated by all the items in the predicate column, and as all the items in the predicate column become subjects, they in turn can be predicated by all the items in the subject column. Read it up, down, across and diagonal they all subject and predicate each other. Joining the "in space" items it could become a log chain with an item for each link. Would also make a nice intellectual game, showing how many steps or links you would have to enter in using the postulate and going from one item in the subject column to the same or another in the predicate column, etc.



# HOW THE MIND WORKS

## THE MENTAL CONCEPT, THIRD DIMENSION TO INTELLIGENCE.

The concept is always formed in this manner. Either objectively through the senses or subjectively through memory two associates or objects are mirrored upon the mind and there is a vibration of recognition. The mind in comparing their similarity detects a difference and this difference of relation is then stored in the mind as a concept.

The objective mind belongs to the subject, or noun, is arithmetical in scope and functions as an adjective making notation of the fact, position or order. It is always looking for sameness or similarities and asks the question, how?

The subjective mind belongs to the verb, is grammatical in scope, and functions as an adverb, working out the manner or method. It is always looking for motion, change or difference and asks the question, why?

When you perceive the how and why and the objective and subjective minds are associated together by a harmonious vibration, your problem is solved and your answer is the concept—the arithmetic of substance and the grammar of motion—the two associates that lead to intelligence.

The fundamental principle of the concept is the fundamental principle of all creation and gives us the universal formula,  $A + B = C$ , the grammar or language of nature. The concept or first effect is our beginning. The causes prior thereto are readily discerned, but yet to be explained.

## THE INTELLECTUAL TOOL BOX.

$$A + B = C$$

$$\text{MATERIAL} + \text{FORM} = \text{COSMOS}$$

All things that are made are made mechanically by putting two together to make another. All things that are made have form and body. Form comes from the intellectual part and body from the material. To make all kinds of forms only two tools are necessary—the square and the compass. To fashion all sorts of bodies only the hammer (putting on tool) and saw (taking off tool) are needed. Upon these four tools rests the fundamental principles of mechanics and all the tools of modern civilization are but various interpretations of their primordial elements. With them you can build anything the mind can conceive from a three legged stool to a temple. If deprived of the knowledge and use of any one of these mechanical tools, what could you build? How helpless would you be?

There are four intellectual tools that are just as fundamental and necessary to the builder of knowledge as are the square, the compass, the saw and the hammer to the mechanic. Have you the faintest idea what any of the intellectual tools are? Do you know how to use them? Upon what is your intelligence predicated? Temples of worship are not so spiritual but that they have to be built by human hands. The intellect is never so complete but that it can be improved by a new concept, and to be able to form a concept you must have a mechanical brain.

The four intellectual tools, the fundamental principles upon which all human knowledge is founded are the Formula of Creation, the Three Primordial Elements, the Concept, and the Three

Keys to the Human Mind. Under this scope must come the word of truth, else it remains to be proven and no one as yet has advanced the principles upon which such proof can be proclaimed or refuted. The Formula instructs us how things are made; the Primordial Elements what they are made of; the Concept what we know, and the Three Keys to the Human Mind, how we apply it. What more is there to learning? What other tools could you use? Then, why not use these from now on?

## THE FORMULA OF CREATION

$$A + B = C$$

$$\text{SUBSTANCE} + \text{HANDIWORK} = \text{FINISHED PRODUCT}$$

This is the formula by which all things are made that are made, and by the application of which all things that are known will be known. A is the substance, B the handiwork, and C the finished product. By putting two together you always make another, so you see, the whole inheres in every part and no part can be greater than the whole.

## THE THREE PRIMORDIAL ELEMENTS

$$A + B = C$$

$$\text{SUBSTANCE} + \text{MOTION} = \text{CREATION or INTELLIGENCE}$$

There are three primordial elements in the Universe; Substance, Motion, and Intelligence. These three primordial elements compose the Universe and all created things therein contain some part of each of these primordial elements, the preponderance of its primordial element determining its plane of existence, material, vital or intellectual. Substance and Motion are the associates and Intelligence the relation.

## THE CONCEPT

$$A + B = C$$

$$\text{SIMILARITY} + \text{DIFFERENCE} = \text{CONCEPT}$$

The Concept is the unit measure of intelligence. It is always formed in this manner. Either objectively through the senses or subjectively through memory two associates or objects are mirrored upon the mind, there is a vibration of recognition, the mind in comparing their Similarity, detects a Difference, and this difference of relation is then stored in the mind as a concept.

## THE THREE KEYS TO THE HUMAN MIND

$$A + B = C$$

$$\text{IMPULSE} + \text{PREJUDICE} = \text{INTELLIGENCE (DEGREE)}$$

There are but three keys to the human mind. You can appeal to one's impulse, to his prejudice or to his intelligence. Impulse and Prejudice represent one's personality and Intelligence his quality.

We calculate mathematically, speak grammatically, and think psychologically. Grammar of Nature—Key to the Master's Mind, 143 page internationally copyrighted book simplifies knowledge and the mental process, evolutionizes previous educational ideas and gives you the Superiority Complex. Freedom from intellectual slavery. Sent by mail postpaid upon receipt of price, \$2.00 (two dollars). Address, C. W. Kent, Peoria, Ill., U. S. A.

As you study this concept chart before you, and with a pointer locate each item in the chart and note the relations of the objective and subjective mind thereto.



## THE MENTAL CONCEPT, THIRD DIMENSION TO INTELLIGENCE.

The concept is always formed in this manner. Either objectively through the senses or subjectively through memory two associates or objects are mirrored upon the mind and there is a vibration of recognition. The mind in comparing their similarity detects a difference and this difference of relation is then stored in the mind as a concept.

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$$A + B = C$$

$$\text{MATERIAL} + \text{FORM} = \text{COSMOS}$$

All things that are made are made mechanically by putting two together to make another. All things that are made have form and body. Form comes from the intellectual part and body from the material. To make all kinds of forms only two tools are necessary—the square and the compass. To fashion all sorts of bodies only the hammer (putting on tool) and saw (taking off tool) are needed. Upon these four tools rests the fundamental principles of mechanics and all the tools of modern civilization are but various interpretations of their primordial elements. With them you can build anything the mind can conceive from a three legged stool to a temple. If deprived of the knowledge and use of any one of these mechanical tools, what could you build? How helpless would you be?

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There are but three keys to the human mind. You can appeal to one's impulse, to his prejudice or to his intelligence. Impulse and Prejudice represent one's personality and Intelligence his quality.

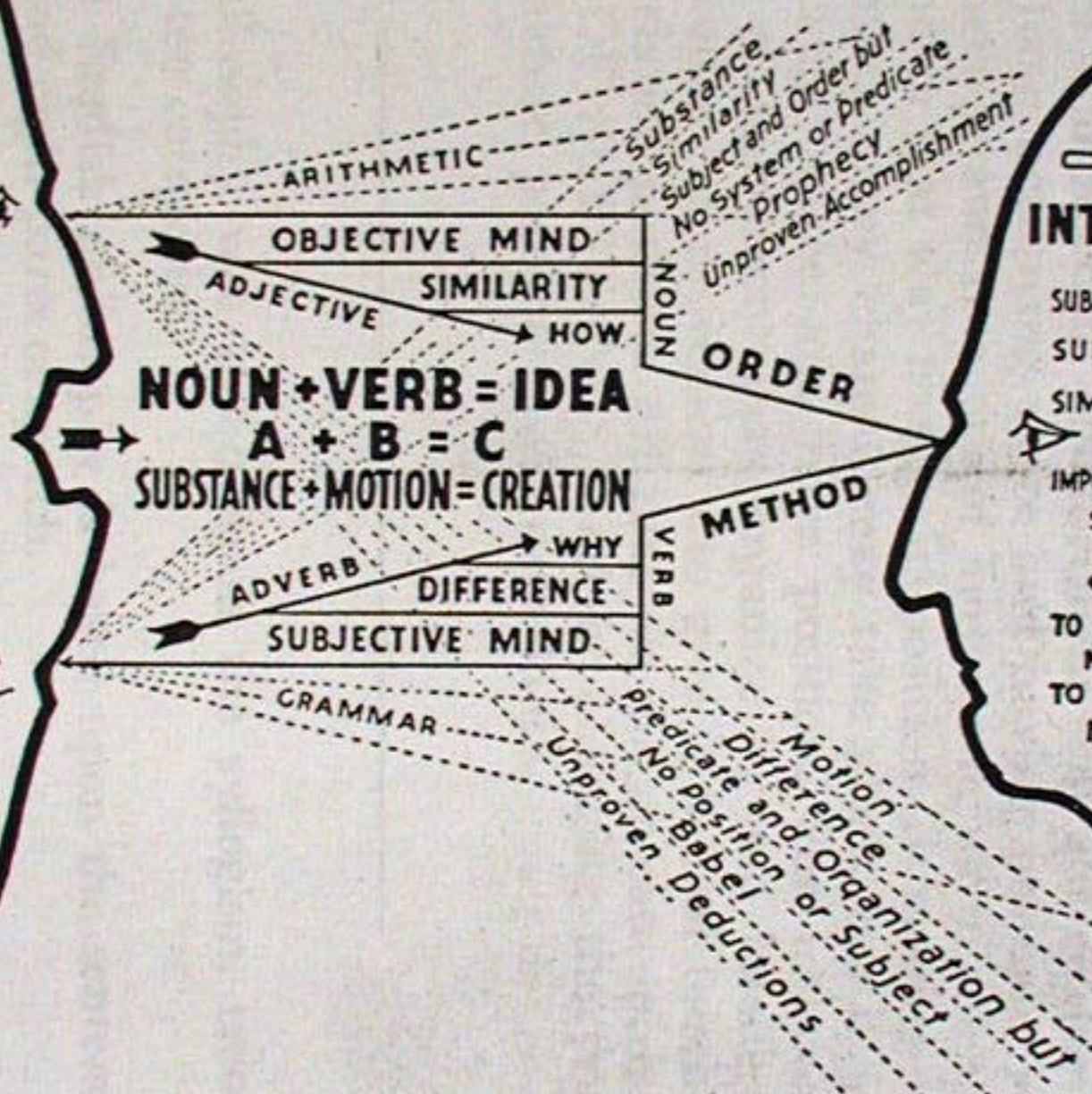
We calculate mathematically, speak grammatically, and think psychologically. Grammar of Nature—Key to the Master's Mind, 143 page internationally copyrighted book simplifies knowledge and the mental process, evolutionizes previous educational ideas and gives you the Superiority Complex. Freedom from intellectual slavery. Sent by mail postpaid upon receipt of price, \$2.00 (two dollars). Address, C. W. Kent, Peoria, Ill., U. S. A.



# THE CONCEPT

**A + B = C**  
**SIMILARITY + DIFFERENCE = CONCEPT**  
*Mental Unit of Knowledge - How it is Formed*

**HOW  
THE MIND  
WORKS  
AND  
THE TOOLS  
IT USES**



## OUR INTELLECTUAL TOOL BOX

SUBSTANCE + HANDIWORK = FINISHED PRODUCT  
 SUBSTANCE + MOTION = CREATION  
 SIMILARITY + DIFFERENCE = CONCEPT

IMPULSE + PREJUDICE = INTELLIGENCE (OUR)  
**SUBJECT • PREDICATE**  
**A + B = C**  
**GENESIS • REVELATION**  
 TO SUBJECT OR LEARN WE SEPARATE  
 MOTION FROM SUBSTANCE •  
 TO DO OR PREDICATE WE UNITE  
 MOTION WITH SUBSTANCE •

This circular is an intellectual, psychological and mental guide for all teachers and students. It reveals the anatomical, physiological, and mechanical workings of the human mind. Preserve it as a souvenir and treasure.

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## THE POSITION WE ARE IN

The heritage of the ANIMAL KINGDOM is intelligence and freedom of movement.

Substance + Motion = Intelligence

Substance occupies space and has position.

Motion moves and organizes.

Intelligence is system and order.

What can intelligence do?

It can direct freedom of movement in changing the position of substance.  
What can freedom of movement do?

It can move substance from one position to another. This is the scope and extent of all human endeavors. We have never gone beyond this except in imagination, supposition or belief. Our path has been straight and narrow as you will realize as you follow my footsteps through life's journey.

Our intelligence and freedom of movement will not enable us to prevent or keep substance from occupying space and having position. We can to the extent of our intelligence and freedom of movement, move substance from one place to another, and in that way change its position. In moving substance from one position to another many changes may take place, but it will always remain substance, occupy space and have position. For instance, in moving substance, freedom of movement may organize it, and intelligence can systematize it, then freedom of movement can give it a final touch by placing it in order in its superlative position. All that we do, or can do, is to **CHANGE THE POSITION OF SUBSTANCE**, and in changing the position of substance, not we, but nature, predicates what we do do.

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The Greek philosophy was based upon the syllogism, using major and minor premise, and ten categories.

The Latin and English philosophy is based upon the sentence, using subject and predicate and eight parts of speech.

The Universal Formula is based upon the concept using three primordial elements and six modifiers.

The Greeks stressed the importance of the major premise or subject, **WHAT A THING IS**. They discovered differences and named so many things they didn't know what to do with them.

The Latin and English stressed the predicate or **WHAT A THING DOES**. Today we are in a "topsy turvey" stage of intelligence, from which evolution or revolution is our only escape. We are predicating more than our civilization can support.

The Universal Formula stresses both the subject and the predicate, not what a thing is or what it does, but how to create it. The coming age of the Universal Formula's civilization is destined to bring about the prophetic Millenium, creating more of everything than we know how or what to make use of.



# ELECTREAT INSTRUCTION CHART

## AND COST OF EXTRA OR REPLACEMENT PARTS

1. **SAFETY DISK.** Turn or twist bottom cap until slot is over lug, then remove cap and take out safety disk, (small piece of cardboard), placed between spring and battery to prevent instrument getting turned on accidentally and running batteries down.
2. **ELECTREAT.** Take Electreat in both hands as shown in Cut 1. With right thumb pull control button down slowly; Electreat should begin to buzz and you will feel the current of electricity stronger in barrel than in the roller. This proves the Electreat O.K. If it does not buzz, give it a slight jar to shake the vibrators into action. If it still fails to start examine ends of batteries for grease, etc., test them in a flashlight for good bright light. Make sure they are good. If Electreat still fails to buzz, or buzzes and gives no current, return to factory for readjustment. Electreat may sometimes have point trouble same as an automobile. Easily adjusted. There will be no charge but on used Electreats where repair or rebuilding is necessary a flat charge of \$2.25 will be made, plus the cost of any new applicators desired, such as cords, sponges, etc. Write your name and return address plainly.
3. **CORD WITH TIPS.** Attach one cord tip in roller, cut 2, take hold of other tip with fingers. If you get the current through cord it proves the cord O.K. New Cord with Tips 35c.
4. **SPONGE.** Wet the sponge through and through. A dry sponge will not conduct electricity. Attach sponge handle to cord tip and apply as in Cuts 2-3-6-7-9-10-11. The sponge and handle never fail to work when properly used. New handle with sponge attached, 60c; sponge applicator only, 25c.
5. **CORD TIP IN BARREL.** (Learn this.) Take cord tip out of roller by twisting to right so as not to unscrew roller pin. Just beneath, place tip in hole in barrel. Grasp roller in one hand and apply as indicated in Cuts 3-6-7-9-10. When roller is not held in hand as in Cut 10, it must touch some other part of body to close the circuit as in Cuts 3-6-9. Wearing a glove or cloth on hand holding barrel will force the electricity through the cord, \*—Cuts 3-6-9.
6. **INTERNAL ELECTRODE.** Attach internal electrode. Put cord tip in roller. Hold barrel in hand as shown in Cut 2 and run fingers of other hand over metal part of Electrode to feel the current. New Internal Electrode \$2.00.
7. **SCALP AND BODY MASSAGER.** Attach scalp and body massager. Run fingers over points or apply to scalp or body. You will not feel current until points are pressed down to scalp or body. New Scalp and Body Massager \$1.25. Extra wire hair brush \$1.00.
8. **TWO SPONGES.** If you have two cords with sponge applicators attach one in roller and the other in barrel. Wet both sponges and apply both wet sponges to body. Many people prefer to use two cords with wet sponges because they give better pull to muscles, sting less than the metal roller, make better contacts and avoids often tiresome method of holding in the hand. New Palm Pad complete, \$1.50; palm pad cord and plate, 50c; palm pad sponge only, 25c.
9. You have now proven every part and attachment of Electreat and should understand just how each part works. Study the pictures. They show you the way to connect the attachments and how and where to massage. Doctors Beard & Rockwell, Doctor Neiswanger, Doctor Kovacs and many others have written quite extensively upon the beneficial use of Faradic electricity; the kind used in all Electreats.

**CAUTION:** Avoid battery corrosion in barrel of Electreat. If current is left on or turned on accidentally batteries will run hot and spew the acid out inside the barrel. If laid away and forgotten they run down and will rot. Battery corrosion in barrel always ruins inside mechanism. If your Electreat comes back to factory showing battery corrosion in barrel, there will be a rebuilding charge of \$2.25. Play safe. Always remove batteries from barrel when not in use. Use safety disk when traveling.

(Stamps accepted for small amounts.)

**ELECTREAT MFG. CO.**

PEORIA, ILLINOIS

Send direct to factory for all repairs or new parts of any kind. We want you to have a lifelong Faradic Electreat Massager, and to keep on using it, so your friends will want one also.



**"The Heritage of the Animal Kingdom  
is Intelligence and Freedom of Movement."**

**May I Hope that the  
Universal Formula increase your Intelligence  
and the  
Electreat add to your Freedom of Movement.**

**C. W. Kent, Peoria, Ill.**

**ELECTREAT ELECTRIC MASSAGE  
and UNIVERSAL FORMULA**

**608 NORTH MONROE STREET  
PEORIA, ILLINOIS**

**RETURN POSTAGE GUARANTEED**

**Sec 34.66 P L & R.**

**U. S. POSTAGE**

**Paid**

**Peoria, Ill.**

**Permit No. 704**



**1. How to Start.**



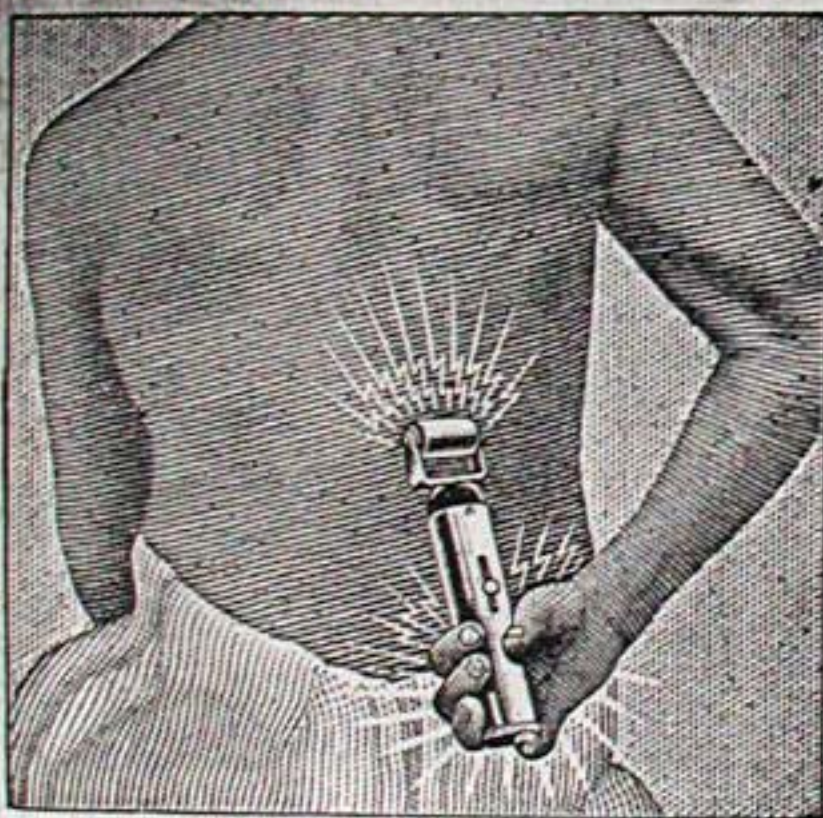
Grasp in Both Hands to Test Strength of Current Before Applying to Other Parts of Body.

**2. Wet Sponge.**



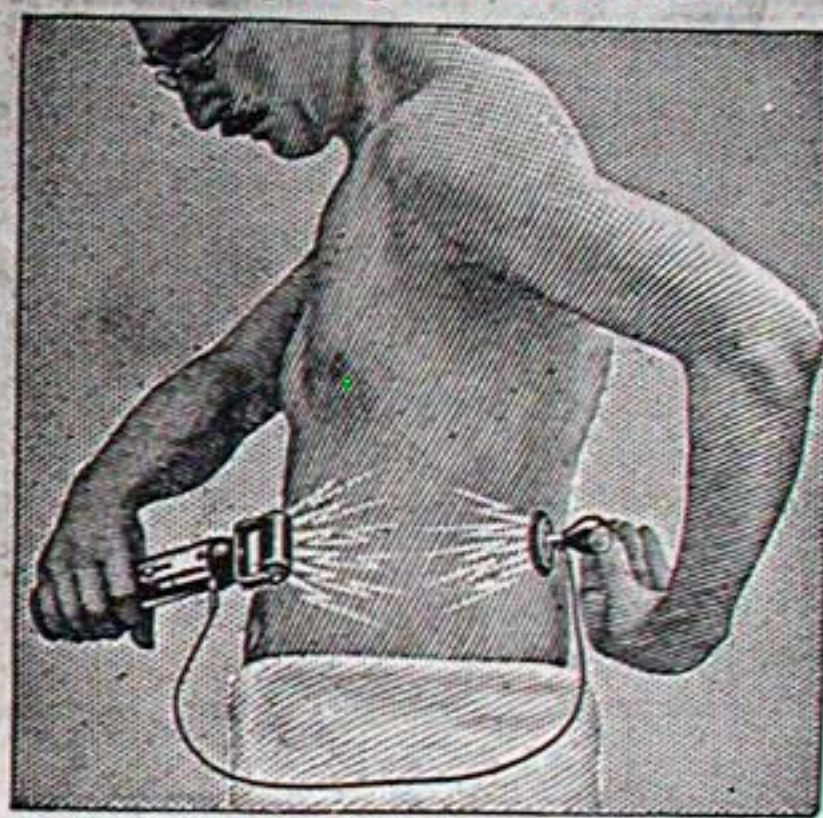
Wet Sponge Extension Applicator Attached to Roller.

**5. Roller, Vertebral Massage.**



Running Roller Up and Down Spinal Column.

**6. Sponge and Roller.**



\*Massaging Bowels and Intestines.

**9. Concentrated Application.**



\*Faradizing a Joint.  
\*Refer to Instruction 5.

**10. Electric Bath.**



Water and Electric Combination.

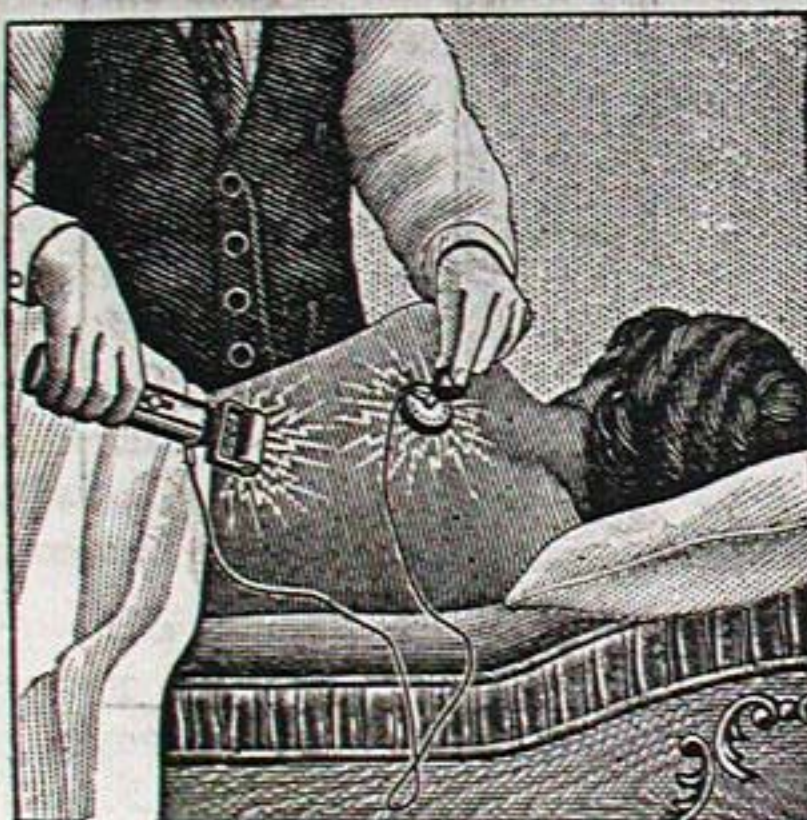


### 3. Sponge and Roller.



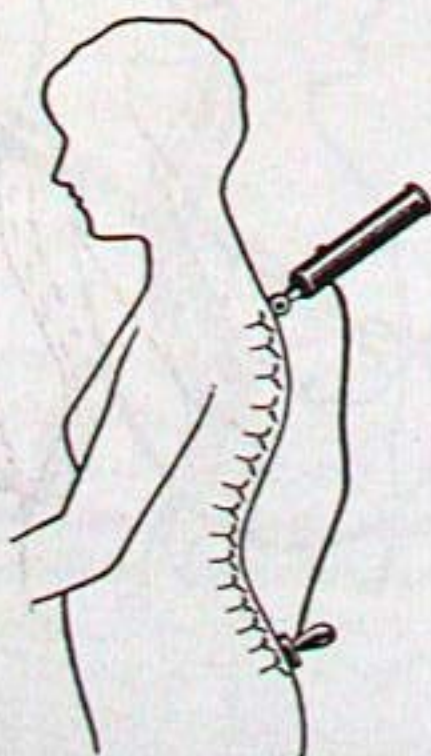
\*Extension Applicator Attached to Barrel. General Faradization of Neck or Throat.

### 7. Spinal Massage.



Spinal Massage Applied by Attendant.

### 11. Oscillograph.



Pictorial Illustration of the Electreat Alternating Current Wave Form.

### 4. Roller, Muscle Massage.



Can be Applied to Arms, Breast and Muscular Parts of Body.

### 8. Electric Hand Massage.

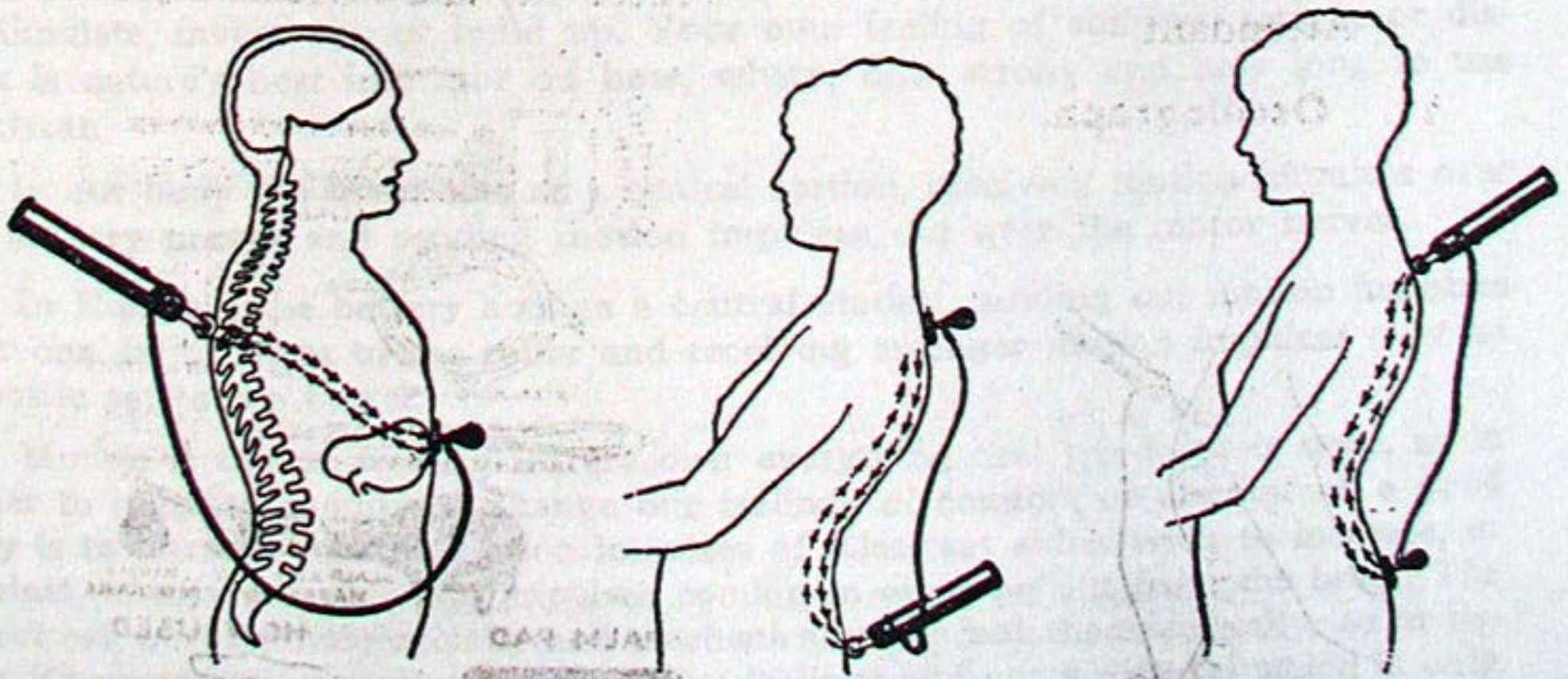
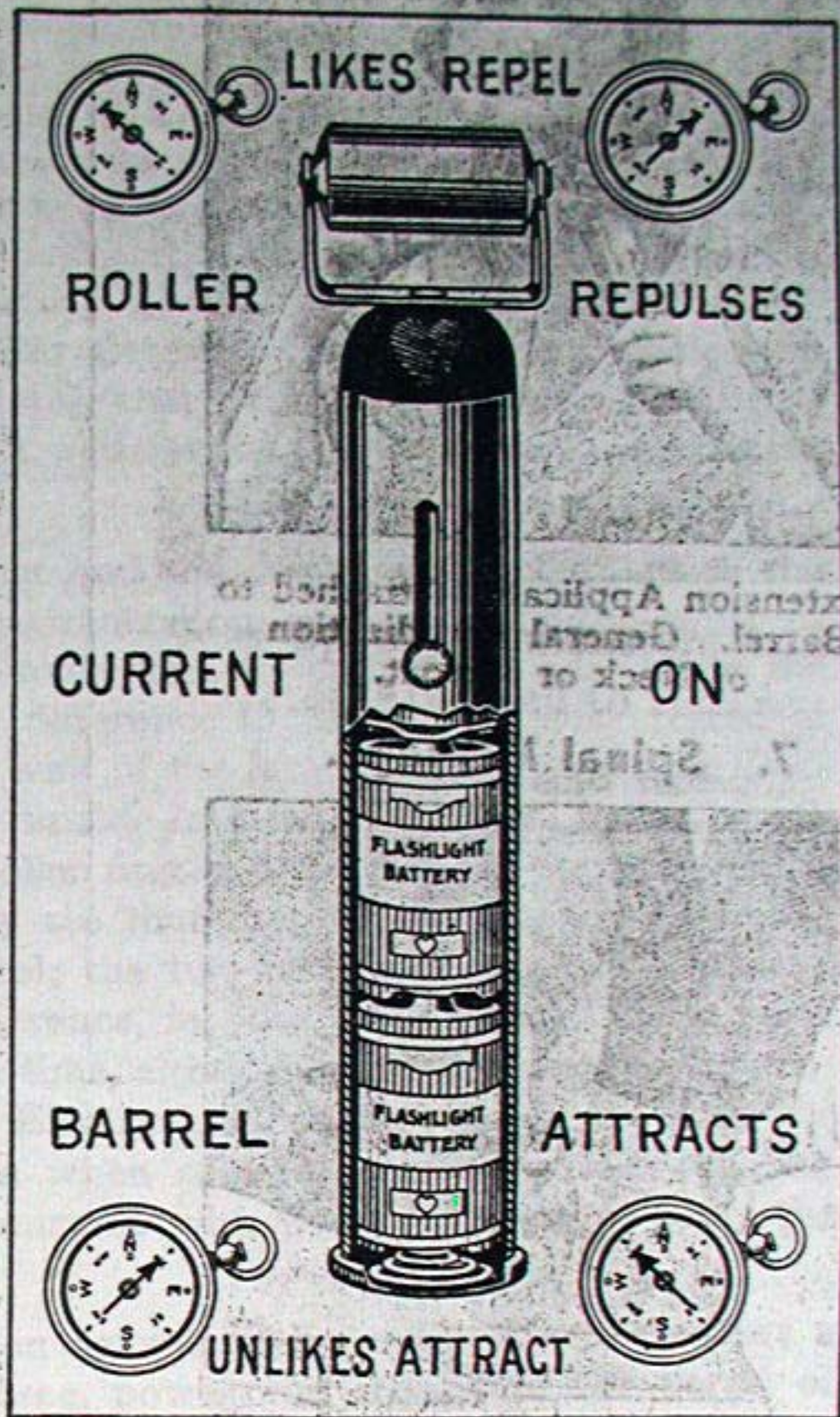
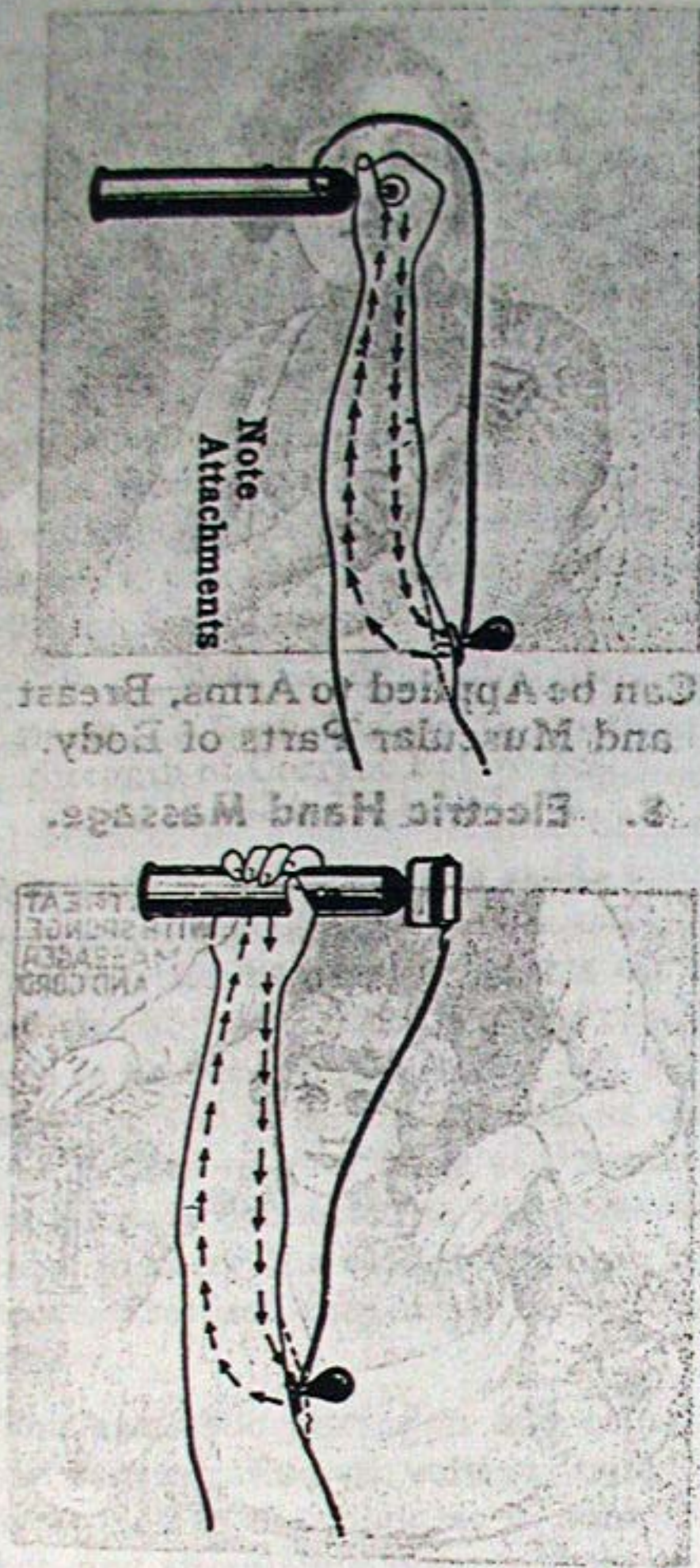


Very Pleasing to Some People. Electricity and Personal Magnetism



Electreat and Accessories







## *In Electreat*

we have a variation of heat, power and motion carefully engineered to modify or change the physical and mental workings in various parts of the human body according to the strength and method of application. Electreat has been in production and on the market since 1918. A great number of them have been sold throughout the United States and many foreign countries. It has been used for so many different kinds of disease and conditions, and with such satisfactory results that we have ceased to recommend it for any particular disease or ailment, but it has proven such a satisfactory general conditioner that we stand ready and willing to post a Thousand Dollar Certified Check with any medical or therapeutical practitioner in the United States, that we can show more unsolicited letters from users of Electreat expressing satisfaction, benefits and gratefulness than he can from his professional services.

Study carefully the picture of Electreat and the compasses. According to the law of electricity likes repel and unlikes attract. You will note that the roller of Electreat repels the north pole indicator away and in both directions, while the barrel attracts it. This is because of the difference in magnetic fields created at opposite ends of Electreat, the inside lead wire of the faradic magnetic coil in Electreat being connected to the roller and the outside lead wire connected to the barrel. The "make" current going in affects the roller first and the "break" current coming out affects the barrel later, so you readily see that there is an opposite difference of force in or between the roller and barrel; the two treatment poles of Electreat. In order for you to feel this force or difference, in your body both of these poles must be applied to your body at the same time, either direct or by means of extension applicators connected to the poles of Electreat. Metals applied to the body are sufficient to carry the electric current, but when sponges or other non-conducting substances are used they must be kept saturated with water sufficient to carry the current.

This magnetic attraction and repulsion as shown by the compasses causes a greater concentration of voltage, heat, force, power and motion in the barrel of Electreat than in the roller, so in comparison we are warranted in calling the barrel the hot, and stimulating pole; and the roller the cool, soothing and easing pole. In using Electreat, just remember to first try applying the roller where you wish to soothe, lessen activity or physical distress; and to apply the barrel where you wish to stimulate, invigorate, or build up. Your own feeling of comfort, fatigue or distress is nature's best indicator on how, where, how strong and how long to use Electreat.

In our body the brain acts as a central station, receiving motion impulses over the sensory nerves and sending motion impulses out over the motor nerves.

In Electreat the battery acts as a central station, sending out motion impulses over one set of wires to the roller and receiving stronger motion impulses over an opposite set to the barrel.

Motion is the controlling feature over everything that we do or is done, so in order to regulate, modify or change our feelings of comfort or discomfort, a good way is to learn to run the motion impulses of Electreat either with, to increase, or against, to retard the motion impulses coming in or going out from the brain. The Electreat works physiologically and mechanically and not therapeutically, so in using Electreat you are nerve treating your feelings and not a disease, which is only a name, but if under these sedative or stimulating motion impulses your disease should seemingly disappear, kindly speak a good word for Electreat, as so many thousands have already done.



Nearly every day we get letters from users of Electreat, many of them old-timers, expressing their thanks, gratefulness, appreciation, etc. such as:

10-26-43

Have used Electreat since 1939. Has helped me during my attacks of ..... and all ..... during my athletic career.—F. L., Elizabeth, N. J.

9-4-44

Since I got the first Electreat it has been about 12 years. I have ..... very bad. The sponge applicator has worn out, also the cord. I hope you will be able to send them to me now—Mrs. O. L., Perth Amboy, N. J.

10-21-42

If I had to practice without my Electreat I surely would be at a loss. It has assisted me in obtaining very good results on ..... —Dr. C. R., Zeoring, Iowa.

9-25-43

Have had my Electreat for over 3 years and have used it for about everything and have obtained fine results at home, and lots of my friends. Best results of the use of the Electreat was when I got one for my brother whose ..... and after being in bed for 3 weeks and Dr. had not been able to help him, after using it 2 weeks was able to go back to work in Railroad shop. Also an incision from stomach operation which seemed to be making him stooped and could not straighten up and gradually getting worse. In no time he had broken the contraction and caused the muscles to relax and now walks erect and straight. So he now owns one. Am glad I found out about Electreat and like to pass on a good thing to my friends.—H. V. R., Vinton, Va.

11-1-43

I would like to know if you could send me another Electreat? I had one but by lending it to others it got lost and I cannot get along without it. Am using my cousin's at present but would like to get my own. Have ..... and need it so badly.—Mrs. Wm. R., Milwaukee, Wisc.

12-19-44

Wish to tell you that the Electreat has reached many ..... that otherwise I could have no relief from. I bought that Electreat many years ago in Toledo and certainly appreciated it during my late illness. In 1940 I had a ..... right side, head to foot. Recovered. Last March 20, 1944 had a ..... and lay 49 days on my back. Recovered.—E. H. R., Findlay, Ohio.

1-4-44

Wondering if it is possible to get some batteries from you, can't get any in St. Paul. I miss my Electreat so much. I am old and use it so much. Found it such a comfort to apply it to where I have a ..... I don't know what to do if I can't get batteries.—Mrs. C. P., St. Paul, Minn.

March 1946

I consider the Electreat instrument one of the most valuable any doctor ever had in his office. I am lost without one. Please make me an Electreat if you do not have them in stock. It was a marvelous instrument.—Dr. M. C. N., Saginaw, Mich.

12-45

Returning my Electreat for repairs. You might be interested to know that I have just returned to civilian life after 3 years in the Navy. Part of that time was spent in the South Pacific, on New Hebrides and New Guinea. This Electreat went all the way with me.—J. D. P., Colton, Calif.

10-5-43

About 3 years ago my husband purchased an Electreat. At that time he was almost a cripple and had been in bed for about 3 months with ..... That first night after giving it a good trial he was able to sleep—the first good sleep he had had for weeks. He used this little machine faithfully, and in about a month was able to get out of the house and walk with a cane. Soon he was able to discard that. He is now working, but still bothered with ..... and is using this machine every night when he comes home.—Mrs. M. N., Fitchburg, Mass.



3-15-45

Had a ..... started to use the Electreat every night for the past two weeks and got grand results. Now able to ..... all night long. Electreat is our Doctor.—Mrs. E. H. N., Los Angeles, Calif.

9-6-45

Several years ago I purchased an Electreat. Have used this machine and obtained relief from ..... At present the sponges and cords are very badly worn and are no longer repairable. I need a new sponge for the palm pad and a new sponge applicator. Please let me know if these are available.—Mrs. S. M. L., Arlington, Calif.

11-28-41

I am wondering if the Electreat is still being manufactured in these trying times? I am recommending one to a ..... for home use. It definitely is of value for these cases.—H. R., D. C., Custer, S. D.

2-6-46

I had one of your "Mechanical Hearts" but took it to Wake Island with me and lost it when the Japs captured us. I certainly hope I will be able to get another one. They are just the thing for ..... and tight muscles.—C. R., Nampa, Idaho.

11-24-43

So obliged to you for without the little Electreat machine I am sick. I do believe it is a Godsend blessing to me for it has saved my life these 14 years.—C. M., Chattanooga, Tenn.

2-13-46

Having had one of your Electreat machines and it has been misplaced, and can't locate it. Will you kindly send me one. Never had anything that I used so much and with best of results.—F. P., Campo, Calif.

9-12-41

Electreat, Peoria, Ill. I think a great deal of this little machine. I really think it has helped my ..... I treat it through the ..... also through the ..... I have a medical rod used by Doctors for insertion into the bladder. I attach one end of my connecting string to the steel rod and get a good treatment clear into the bladder.—J. F. McG., Fresno, Calif.

6-7-45

I bought the Electreat in 1937 or 1938. We liked it very much, but I loaned it to a man with crippled hands. After using the Electreat a few days he could open both hands, but has moved away and took the Electreat with him.—Mrs. G. W. M., Spokane, Wash.

6-2-42

I sure love my Electreat and would not give the little book (tho it is pretty worn) and the old broken electrode for a farm in Georgia.—Mrs. H. M., Orlando, Fla.

2-6-42

Have had my Electreat machine for many years and never want to be without it.—Mrs. M. M., Indianapolis, Ind.

3-5-42

I have been an Electreat user for 19 years nearly and I wouldn't be without one.—D. M. M., Poplar Bluff, Mo.

2-15-24

My Electreat has proved very satisfactory and I have great comfort from the use of it.—Mrs. A. H. H., Florida.

10-3-38

I recommend the Electreat to everyone and I never will be without one.—J. C. W., Texas.

1-16-45

My husband has used one of your Electreat machines for years for ..... It has helped him immensely and given him untold relief, but it has finally worn out from constant useage. He would like a new one if possible.—Mrs. O. H. J., Arizona.



# ELECTREAT INSTRUCTION CHART

1. **SAFETY DISK.** Turn or twist bottom cap until slot is over lug, then remove cap and take out safety disk, (small piece of cardboard), placed between spring and battery to prevent instrument getting turned on accidentally and running batteries down.
2. **ELECTREAT.** Take Electreat in both hands as shown in Cut 1. With right thumb pull control button down slowly; Electreat should begin to buzz and you will feel the current of electricity stronger in barrel than in the roller. This proves the Electreat O.K. If it does not buzz, give it a slight jar to shake the vibrators into action. If it still fails to start examine ends of batteries for grease, etc., test them in a flashlight for good bright light. Make sure they are good. If Electreat still fails to buzz, or buzzes and gives no current, return to factory for readjustment. Electreat may sometimes have point trouble same as an automobile. Easily adjusted. There will be no charge but on used Electreats where repair or rebuilding is necessary a flat charge of \$2.00 will be made, plus the cost of any new applicators desired, such as cords, sponges, etc. Write your name and return address plainly.
3. **CORD WITH TIPS.** Attach one cord tip in roller, cut 2, take hold of other tip with fingers. If you get the current through cord it proves the cord O.K. New Cord with Tips 35c.
4. **SPONGE.** Wet the sponge through and through. A dry sponge will not conduct electricity. Attach sponge handle to cord tip and apply as in Cuts 2-3-6-7-9-10-11. The sponge and handle never fail to work when properly used. New handle with sponge attached, 60c; sponge applicator only, 25c.
5. **CORD TIP IN BARREL.** (Learn this.) Take cord tip out of roller by twisting to right so as not to unscrew roller pin. Just beneath, place tip in hole in barrel. Grasp roller in one hand and apply as indicated in Cuts 3-6-7-9-10. When roller is not held in hand as in Cut 10, it must touch some other part of body to close the circuit as in Cuts 3-6-9. Wearing a glove or cloth on hand holding barrel will force the electricity through the cord. \*—Cuts 3-6-9.
6. **INTERNAL ELECTRODE.** Attach internal electrode. Put cord tip in roller. Hold barrel in hand as shown in Cut 2 and run fingers of other hand over metal part of Electrode to feel the current. New Internal Electrode \$2.00.
7. **SCALP AND BODY MASSAGER.** Attach scalp and body massager. Run fingers over points or apply to scalp or body. You will not feel current until points are pressed down to scalp or body. New Scalp and Body Massager \$1.25.
8. **TWO SPONGES.** If you have two cords with sponge applicators attach one in roller and the other in barrel. Wet both sponges and apply both wet sponges to body. Many people prefer to use two cords with wet sponges because they give better pull to muscles, sting less than the metal roller, make better contacts and avoids often tiresome method of holding in the hand. New Palm Pad complete, \$1.50; palm pad cord and plate, 50c; palm pad sponge only, 25c.
9. You have now proven every part and attachment of Electreat and should understand just how each part works. Study the pictures. They show you the way to connect the attachments and how and where to massage. Doctors Beard & Rockwell, Doctor Neiswanger, Doctor Kovacs and many others have written quite extensively upon the beneficial use of Faradic electricity; the kind used in all Electreats.

**CAUTION:** Avoid battery corrosion in barrel of Electreat. If current is left on or turned on accidentally batteries will run hot and spew the acid out inside the barrel. If laid away and forgotten they run down and will rot. Battery corrosion in barrel always ruins inside mechanism. If your Electreat comes back to factory showing battery corrosion in barrel, there will be a rebuilding charge of \$2.00. Play safe. Always remove batteries from barrel when not in use. Use safety disk when travelling.

**ELECTREAT MFG. CO.**

**PEORIA, ILLINOIS**

Send direct to factory for all repairs or new parts of any kind. We want you to have a lifelong Faradic Electreat Massager, and to keep on using it, so your friends will want one also.



# Electreat Method

In Electreat the roller is the positive pole; it soothes and relieves pain. The handle is the negative pole; it stimulates, strengthens and builds up. The electricity flows from the roller, enters the body and returns to the handle, making a complete circuit. Electricity soothes where it enters the body and stimulates at the point of exit. You feel a much stronger sensation where it leaves the body than where it enters. This shows its stimulating effect and the strength of flow that is passing thru your body.

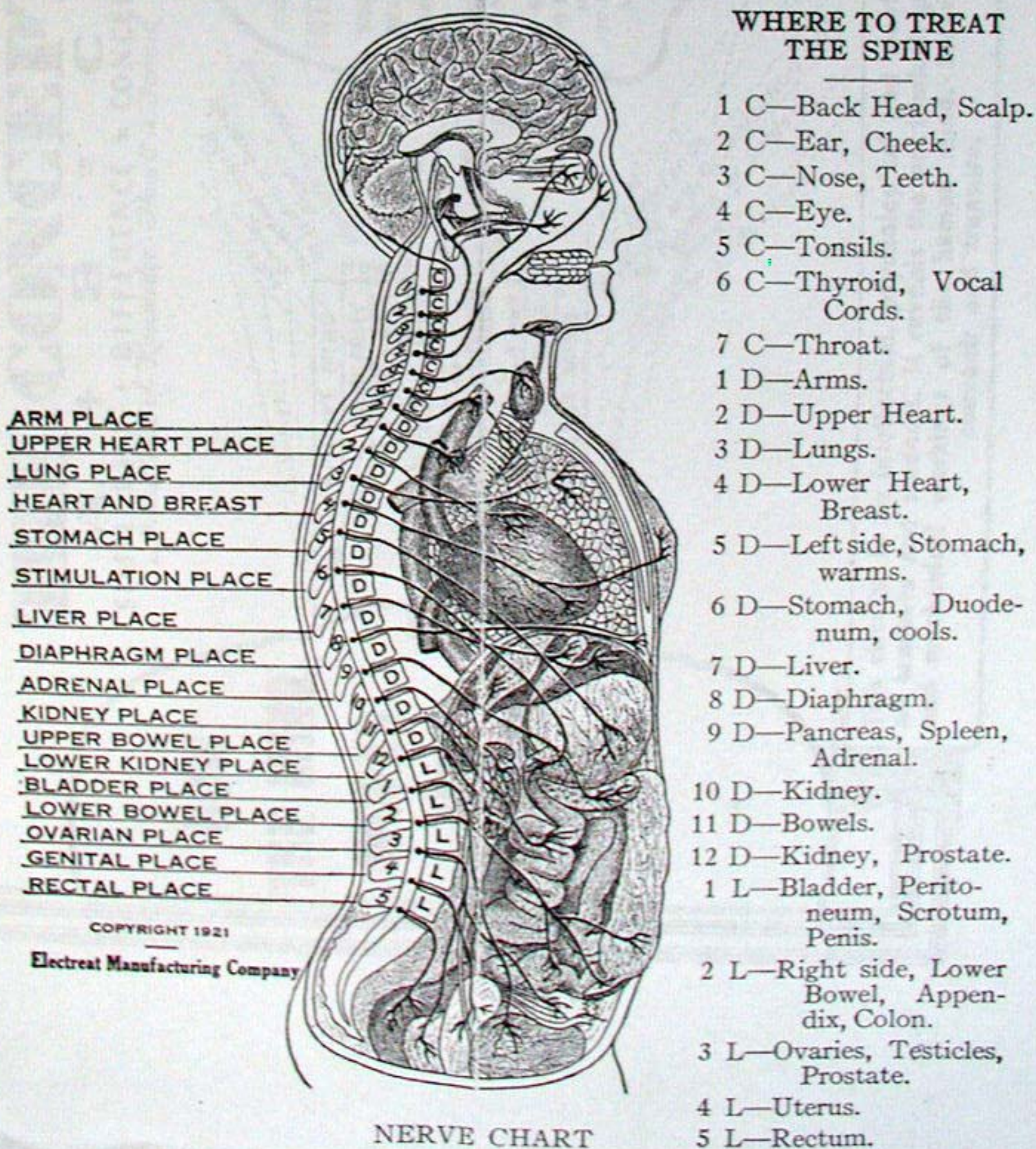
To relieve pain apply roller as in Cut No. 5, or insert cord tip in roller and apply wet sponge to sore spot, holding the Electreat in the hand as in Cut No. 2.

To stimulate, hold by the roller, insert cord tip in handle and apply wet sponge to part you wish to stimulate as in Cut No. 10.

For Spinal Treatments, attach cord tip in handle and apply wet sponge to back where feed nerve leaves the spine and massage with the roller over and around the organ you wish to treat as in Cut No. 6, or roller to back and sponge over organ.

Up currents—flowing toward brain as in Cut No. 7, stimulate. Down currents—flowing from the brain soothe.

Short treatments invigorate. Long treatments relax.



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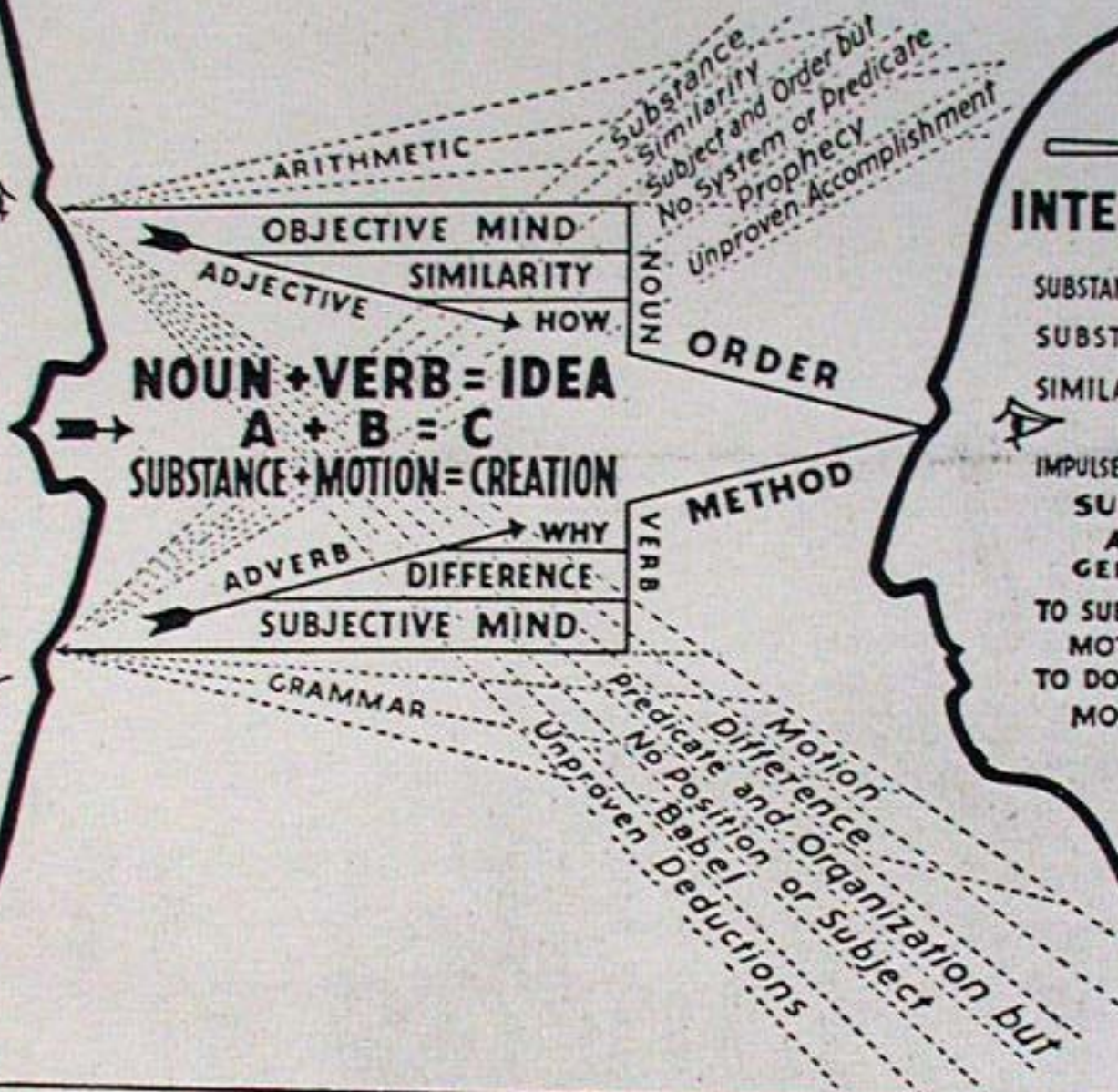




# THE CONCEPT

**A + B = C**  
**SIMILARITY + DIFFERENCE = CONCEPT**  
*Mental Unit of Knowledge - How it is Formed*

**HOW  
THE MIND  
WORKS  
AND  
THE TOOLS  
IT USES**



This circular is an intellectual, psychological and mental guide for all teachers and students. It reveals the anatomical, physiological, and mechanical workings of the human mind. Preserve it as a souvenir and treasure.

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